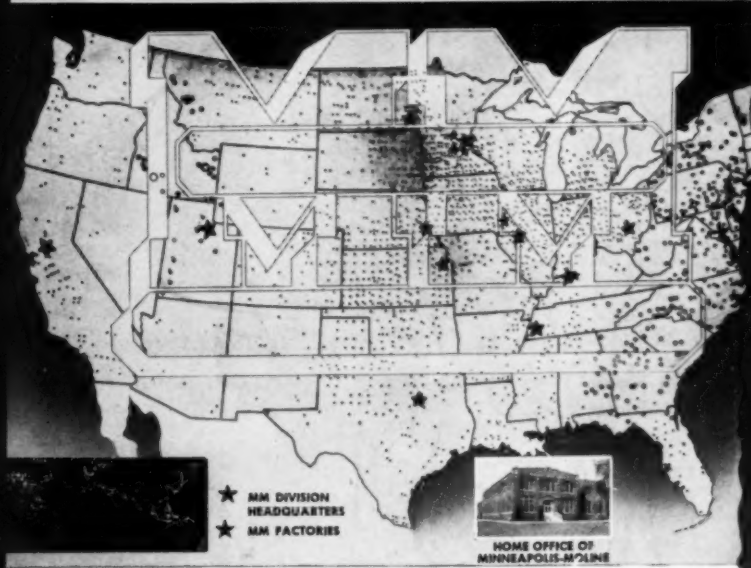
Southern HARDWARE

MAY, 1951

Including the SOUTHERN FARM EQUIPMENT SECTION



TWO FAMOUS NAMES IN FARM MACHINERY BECOME ONE IN THE PARADE OF PROGRESS!

MINNEAPOLIS-MOLINE

★

The B. F. AVERY & SONS CO.

NOTICE TO ALL FARM MACHINERY DEALERS

By a vote of the stockholders of both companies, the B. F. AVERY & SONS COMPANY and the MINNEAPOLIS-MOLINE COMPANY were merged into ONE LARGER and *stronger* MINNEAPOLIS-MOLINE COMPANY—effective March 1, 1951.

The 125 years of pioneering experience of the B. F. AVERY & SONS COMPANY and the 85 years of progressive experience of MINNEAPOLIS-MOLINE in the farm machinery field are now consolidated for the purpose of better serving, both now and in the future, the owners and dealers of both B. F. AVERY and MM products.

Both AVERY and MM products are now backed by one of the largest, most experienced, and most progressive firms in the farm equipment industry.

Plans call for the full operation of all facilities. The AVERY plant will eventually be scheduled for the production of its full share of the complete MM line.

1951 planned production schedules of both lines will be completed to the extent that materials are available.

The basic MM policy is to keep all employees on the job, and offer them opportunities for advancement.

The basic MM policy with regard to dealers is to offer its contracts to those now handling either or both lines wherever they meet the standards essential for the purpose of giving good sales and service facilities to the farmers in their communities.

MINNEAPOLIS-MOLINE COMPANY is recognized as a pioneer of progress in the farm machinery industry.

MINNEAPOLIS-MOLINE is famous for the way it serves its farmer customers with *parts* and *service* through established neighborhood dealers.

Farmers, everywhere, can now buy B. F. AVERY and MM products with complete confidence and assurance of CONTINUED PARTS SERVICE in the years ahead.

Progress will always be our watchword.

Trademark of Quality Around The World

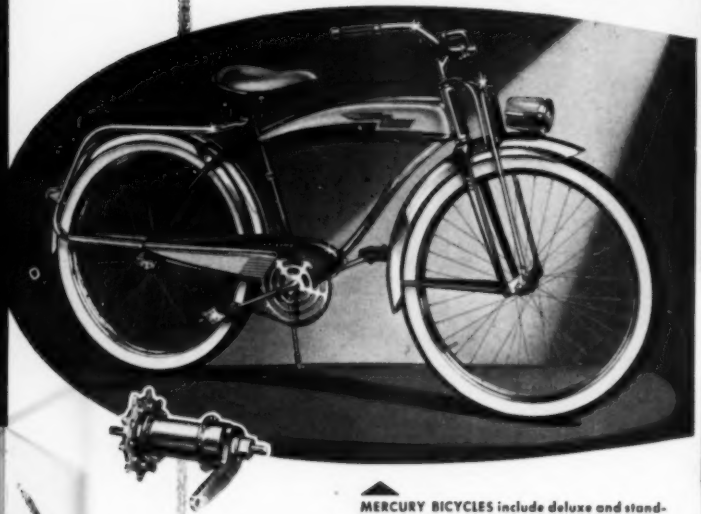
MINNEAPOLIS-MOLINE MODERN MACHINERY

Quality Control In MM Factories Assures Dependable Performance in the Field

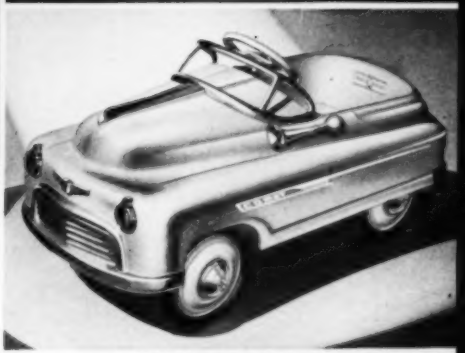
MINNEAPOLIS-MOLINE

MINNEAPOLIS 1, MINNESOTA

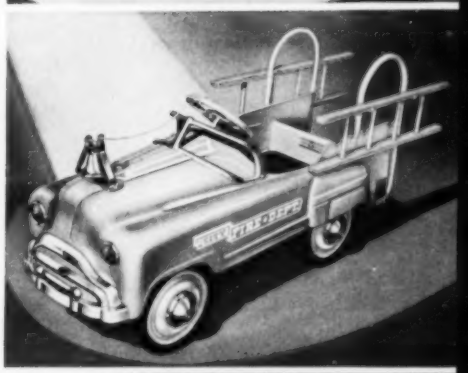
MERCURY WHEEL GOODS include Autos, Trucks, Wagons, Velocipedes, Chain-Driven Tricycles and Pack Cycles. The *only* line with full ball-bearing wheels on every model!







MERCURY BICYCLES include deluxe and standard models; sizes from 26" down to 12" park cycles . . . Equipped with famous MUSSELMAN COASTER BRAKES, another M-O product.



MURRAY OHIO

THE NO. 1 LINE FOR OVER 25 YEARS!

Murray Ohio wheel goods and bicycles have long been accepted by the trade as leaders in their field . . . Today, we are producing as much as possible within the limitations of material shortages beyond our control . . . We do pledge, that in spite of these difficulties, there will be no reduction in Murray Ohio standards of quality—now, as always, those who sell Murray Ohio products will be selling the finest!



MURRAY-GO-ROUND is America's finest baby walker-stroller, with ten outstanding features of design. Nationally advertised to millions of new mothers.

Everybody likes it





Chickens like Bethlehem Fence too! The advertisement above is typical of our current campaign in regional farm magazines.

Whether it's on your floor or in the window display, Bethlehem Fence has buyer appeal. That's because it's husky in every detail, built to last. It's a fence that looks good to anybody who wants quality and durability.

When your customers examine the strong hinge joints, test the strength of the tough steel wires, and feel the smooth zinc coating—they'll know it's a top value. And don't forget to remind them that wire fence goes up faster and lasts longer when it's put up on easy-to-drive Bethlehem Steel Posts. They're available in three popular styles.

Bethlehem Fence is made in all standard styles and sizes—for poultry, cows, sheep, pigs, etc. Ask your jobber about Bethlehem Fence and the other top-quality steel products shown below.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. *Export Distributor:* Bethlehem Steel Export Corporation


BARBED WIRE


BALE TIES


AUTOMATIC BALER WIRE




NAILS AND STAPLES


FENCE POSTS


CLOTHES LINE

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia, U. S. A. Subscription price in United States and possessions $1.00 per year.
Entered as second-class matter at the post office, Dalton, Georgia, under the Act of March 3, 1879.
Volume 120 Number 5



BIGGEST

NAME IN

PLUMBING

RUBBER

PRODUCTS

*

LAVELLE



YOUR COMPLETE PLUMBING RUBBER DEPARTMENT

MADE RIGHT!

PRICED RIGHT!

PACKAGED RIGHT!



No. 36 Lucky Strike FAUCET WASHER ASSORTMENT

36 individual packages per unit. Each package includes 8 genuine Lavelle bevelled faucet washers in all popular sizes with necessary brass screws.



No. 424 Fit One-Fit All TANK BALLS

12 individually packaged tank balls to colorful counter unit. Special tapered seat for smooth operation on all size flush valves.

LAVELLE Rubber Company

426 N. Wood Street, Chicago 22, Illinois

Tank Balls • Faucet Washers • Force Cups • Hose Washers • Basin Stoppers • Repair Assortments

Federated Mutual **Insurance News**

IMPLEMENT and HARDWARE INSURANCE CO. • OWATONNA, MINN.

CLAIMS SHOW MANY ARE GREATLY UNDER-INSURED

Losses Costing Property Owners Hundreds of Dollars

Every day claimants are discovering, too late, that their property is under-insured at today's values. In many cases losses are costing property owners hundreds of dollars because they neglected to increase their insurance to cover today's costs.

For the businessman it is even more important, than for the mere home owner to have his property, both business and home, appraised. The cost of constructing factory and commercial buildings has increased more than any other type.

The measure of your possible loss and of its insurable value is not what it cost to build, nor its market value, nor value assessed for taxation, but what it would cost to re-build at today's prices less depreciation. For instance, a building costing $25,000 may have a replacement cost today of $50,000. If depreciation is, say, $14,000, insurable value is $50,000 less $14,000 or $36,000.

To coast along in this case with some $20,000 worth of insurance is an invitation to a financial disaster. This also applies to your stock and materials, machinery, furniture and fixtures.

Whether you are insured with Federated Mutual or not, it is worth taking the trouble to make sure you have adequate insurance protection at today's values. For the name of your nearest Federated man, consult the pages of your classified telephone directory or write Federated Mutual, Owatonna, Minnesota.

At a Fla. casino, a husband gave his wife, who never before had played roulette, $200 to gamble. Asking what number she should play, a woman friend suggested she choose her age number. She placed $100 on 28. The pill whirled around and landed on 32. The gal fainted.

—NEAL O'HARA, *Wall St. Journal*

FEDERATED'S POLICYHOLDERS



Charles Newton, owner of the Newton Hardware Company, Buchanan, Georgia, is a Federated policy holder who, in addition to managing this and another hardware store he owns in Tallapoosa, Georgia, finds time to devote himself to the improvement of his community. He has been prominent in the movement in Georgia to make the home towns more attractive to the young folk and thus encourage them to stay in Georgia and prosper. Readers' Digest ran an article on the plan. Mr. Newton calls it "bluebirding". Federated Mutual is proud to serve Mr. Newton's insurance needs.

Security: If you think you're going to be happy and prosperous by sitting back and letting the government take care of you—look at the American Indians!

—*Houghton Line*

Character: There's such a thing in human nature as character. It's not quite the same thing as personality. Generally, personality is something you can't help. It comes from good health, good looks and a particular kind of nervous system. Character, on the other hand, is something acquired painstakingly. Personality attracts a lot of curious interest. Character commands respect and admiration.

—*Advertising Age*

Questions about Insurance? Ask Federated's QUESTION BOX

Q. Can bills, currency, deeds, money, etc., be insured against fire?

A. No. They are expressly excluded in the fire contract.

Q. In speaking of fire insurance, what is profits insurance?

A. Profits insurance covers profits on finished manufactured goods or materials.

SUPPORT YOUR ASSOCIATION!

One of many association services is that of auditing your freight and truck bills to determine if you have been overcharged. If you have, claim is filed and collection made for you. Every member should send his freight bills to the association annually for audit. It's good business to belong to your association and to help keep it strong.

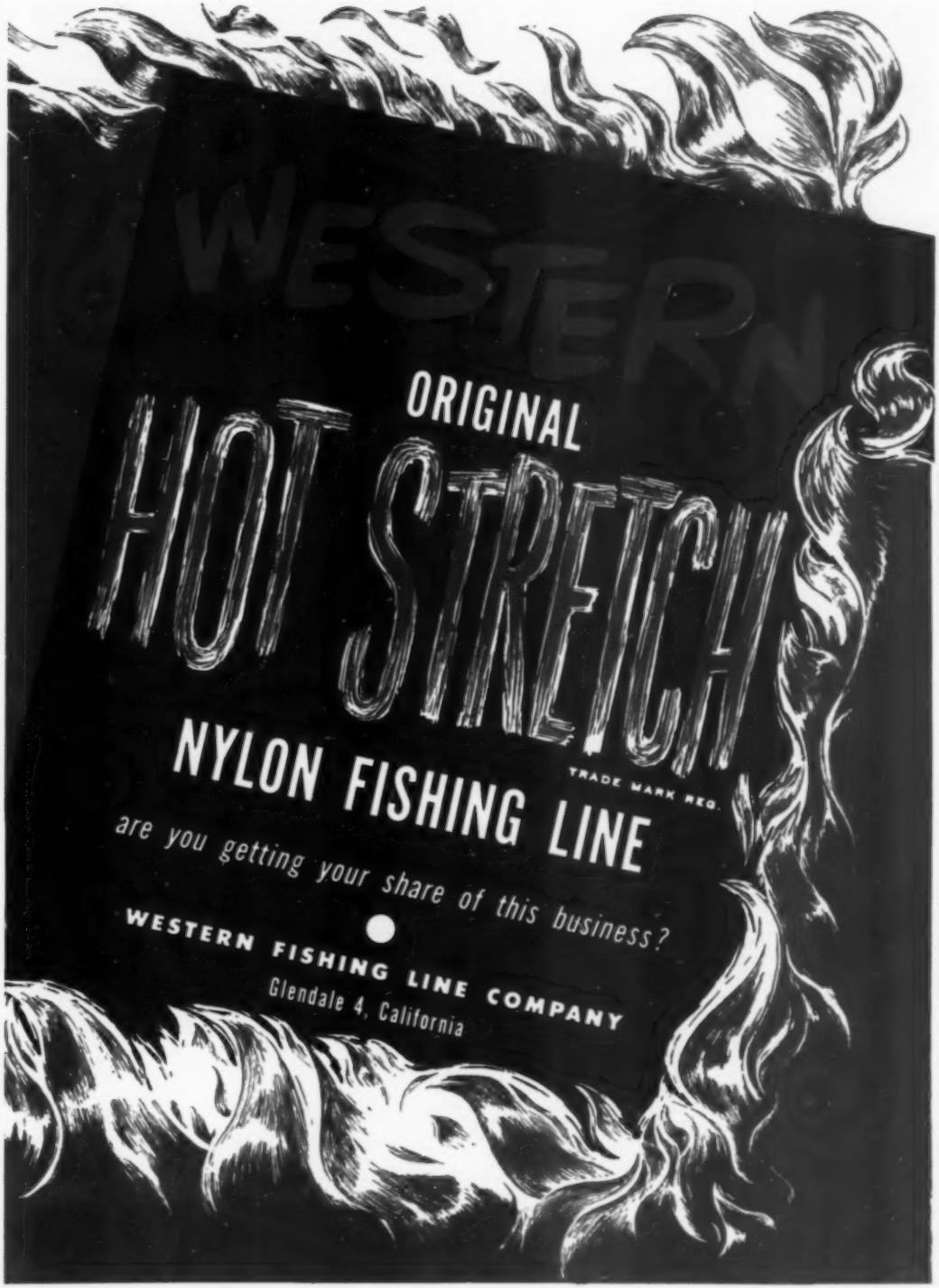
Politician: One who can be unequivocally and unshakably on both sides of any issue.

ARCH W. JARRELL
Grand Island (Neb.) Independent

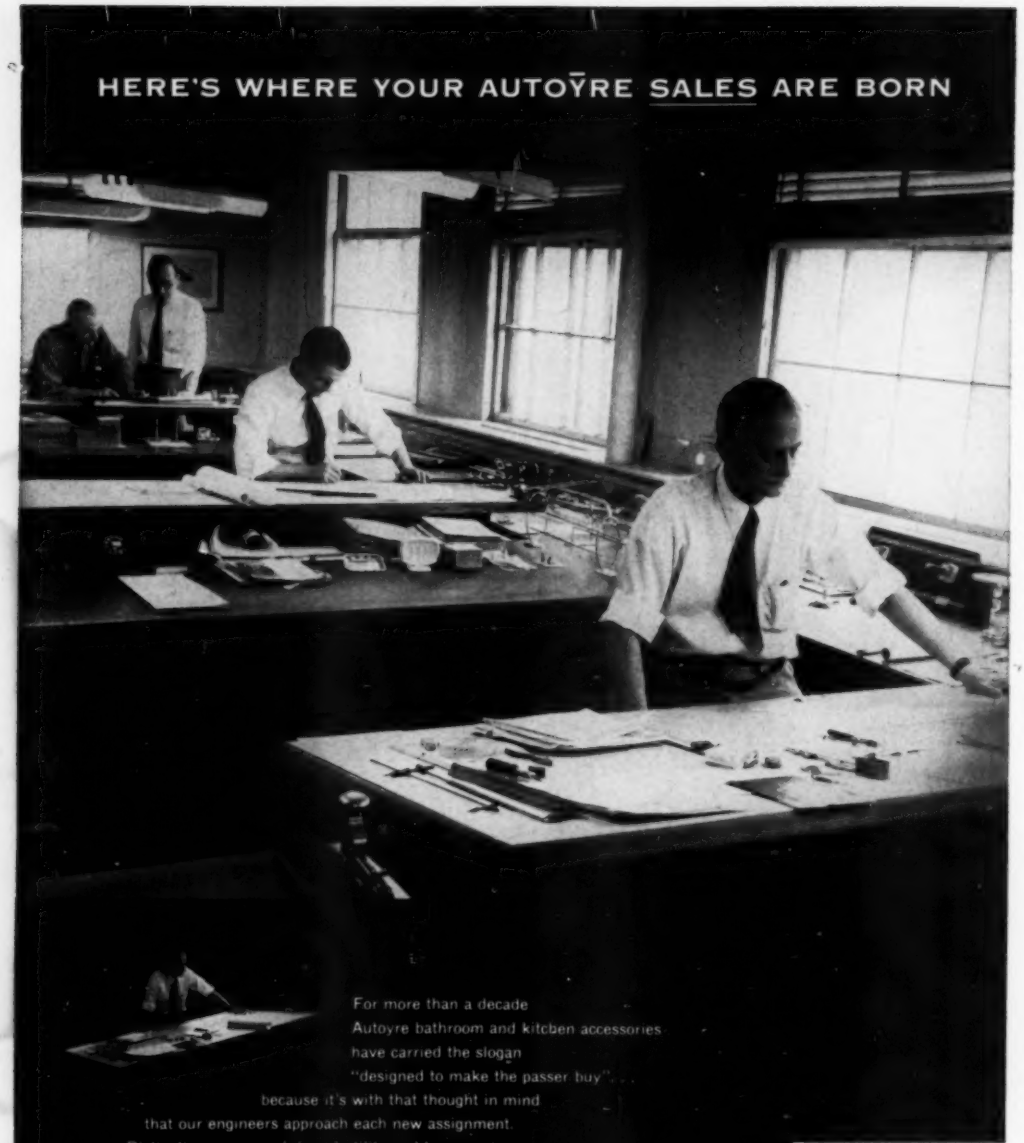
SAFE BETS




the
hottest
selling
line in
AMERICA


WESTERN
ORIGINAL
HOT STRETCH
TRADE MARK REG.
NYLON FISHING LINE
are you getting your share of this business?
WESTERN FISHING LINE COMPANY
Glendale 4, California

HERE'S WHERE YOUR AUTOŸRE SALES ARE BORN



For more than a decade
Autoyre bathroom and kitchen accessories
have carried the slogan
"designed to make the passer buy"...
because it's with that thought in mind
that our engineers approach each new assignment.
Distinctive eye-appeal, broad utility and long service
are tied up into the design. We're rather proud of our engineers.
And we're counting on their ingenuity to serve you
and your customers during the production uncertainties ahead.



Autoÿre

MATCHED ACCESSORIES FOR BATHROOM AND KITCHEN
"Designed to Make the Passer Buy"
THE AUTOŸRE COMPANY • OAKVILLE, CONNECTICUT

Dealers everywhere praise pulling power of unique *Green Spot* window display!





It's the WEATHER-MATIC . . . super-accurate . . . super-value!

WEATHER-MATIC's the new queen of automatic sprinklers! Polished chrome arms ride on ball-bearings. Nozzles have distance markings for watering any circular area from 10-50 ft. Special design automatically adjusts rotation speed to each distance, assuring uniform water distribution. Rustproof. Moving parts brass.



Here's what Harold Bartels has to say (above is his hardware store window, Oradell, N. J.): "GREEN SPOT's display is really unusual — here's a company that actually helps us retailers promote all our garden goods, not just one brand. A terrific booster for our Spring garden sales."

"Greatest related-salesmaker for my Garden Department" . . . "Garden sales hit a record high."

This is typical of what dealers all over the U. S. are saying about the amazingly unselfish window display being offered by GREEN SPOT . . . America's most complete, high-quality line of garden hose accessories.

With it, you feature not only GREEN SPOT Garden Hose Accessories, but lawn mowers, seed, fertilizer, etc. It's the highlight of GREEN SPOT's new 1951 Promotion Kit, containing everything you need to make your store a profitable "Garden Headquarters" . . . beautiful, easel-mounted, window backdrop; matching side panels, listing items vital to lawn care; easy-to-follow diagrams for window set-up and counter display; window banners; give-away booklets on lawn watering; counter card; dealer newspaper advertising service; and other free sales helps.

There's no assortment to buy, no fixed minimum order required to get this sales-packed Promotion Kit. It's available through your GREEN SPOT wholesaler.





GARDEN HOSE ACCESSORIES

SPRINKLERS • HAND SPRAYS • HOSE NOZZLES • QUICK CONNECTORS
"Y" CONNECTORS • COUPLINGS • HOSE MENDERS • CLAMPS • GOOSENECKS

Green Spot

KEEPS THAT SPOT GREEN

A PRODUCT OF SCOVILL

These are the questions COSCO dealers are asking, and . . .

Here are the answers

How will defense needs affect civilian production? Short of all-out war, we do not anticipate any sizable reduction in our production of Cosco Household Stools, Chairs and Utility Tables for distribution through normal civilian channels.

We are doing some defense work and expect to do more. But the new plant we recently completed—which doubles our capacity and which has been used only in a small way to produce our regular line—can be turned over completely to the production of military goods.

In other words, all of the facilities which have thus far been devoted to stools, chairs and tables are still available for that purpose.

How about the steel supply? Although Regulation M-47, effective April 1, 1951, limits our rate of steel consumption to 80% of that for the base period of January 1 through June 30, 1950, it still allows us virtually as much tonnage as we actually have been able to obtain during these past few months of short supply. In other words, our steel quota under this regulation will enable us to almost match our unit volume for the first quarter of this year, a period of comparatively high production. All indications are that the supply situation on other materials will be at least as favorable as that on steel.

Will dollar volume remain high? Even though unit volume is down somewhat from the peak, 1950 period—and may conceivably fall slightly lower—it is still much higher now than in the same period two years ago.

We are confident of offsetting the decline in 1951 unit output by putting a higher percentage of the available steel into the most popular de luxe Cosco numbers which command top prices and yield the highest dollar sales per pound of steel.

Thus, we are striving for dollar volume and dealer profits to equal or surpass the highest levels reached to date.

Will COSCO continue its aggressive sales and advertising policies? Definitely yes. So long as we're in business and so long as it does not conflict with the public interest, we're going to advertise and sell Cosco products just as strongly as we know how.

We may not always be able to deliver and you may have to say "no" occasionally. But we'd rather have it that way—and we think you would too—than to have our customers and yours forget about Cosco.

What about quality of product? Material specifications and standards of workmanship have not been changed one bit. We are not turning out that first dollar's worth of so-called "war" merchandise because we know that would be injurious to your reputation and ours for selling and producing quality products. Of course, there is always the chance that we may have to change finishes, upholstery, etc., and against that possibility we already are doing exhaustive research. Should any such changes be necessary, you can be sure that the very best alternates will be used. And you can be certain, also, that both you and your customers will be fully advised as to what the changes are and why they must be made.

Who gets how much? Even though we expect our production to continue at a high rate, we know that we can't supply everyone all the Cosco products he wants, because consumer demand is constantly increasing.

However, we do believe that we can supply the trade with the same amount of merchandise, in dollar volume, as was available last year. Come what may, it is our determined policy that no customer shall suffer at the hands of another through unfair distribution of the merchandise available.

HAMILTON MANUFACTURING CORPORATION
COLUMBUS, INDIANA

COSCO



Household Stools, Chairs and Utility Tables

THE DEMAND IS FOR THE SHOTSHELLS...





No gas leakage either into the head of the shell or into the shot. To the shooter, this means (1) pattern UNIFORMITY *never before achieved* (2) no loss of energy (3) no "balled" or deformed shot (4) no "leading" (5) no expanded brass to cause difficult extraction.

PRODUCTS OF
OLIN
INDUSTRIES, INC.

YOUR CUSTOMERS SEE WINCHESTER AMMUNITION ADVERTISEMENTS REGULARLY IN THEIR FAVORITE MAGAZINES

WINCHESTER
TRADE-MARK

A COMPLETE LINE OF SHOTGUN SHELLS AND CARTRIDGES

They Shoot Better Because They're Made Better

WINCHESTER REPEATING ARMS CO. • DIVISION OF OLIN INDUSTRIES, INC. • NEW HAVEN 4, CONN.

THE ORIGINAL IS STILL THE BEST!



In 1892 The Ruberoid Co. produced the first roll of ready-to-lay asphalt roofing ever made. Now nearly 60 years later, genuine Ruberoid Roll Roofing still leads the field, setting quality standards around the world. Many Ruberoid Roofs applied over thirty years ago are still giving service.

Cash in now on this customer-satisfying product. Ruberoid's quality and time-tested performance will mean easier sales and greater profits for you. When you sell Ruberoid Roll Roofing, you sell a product that builds both your present profits and your future business!

Expand Your "Best-Seller" List with these Ruberoid Sales-Making Products:

Dubl-Coverage Tite-Ons . . . the "hurricane-proof" shingle with the beautiful basket-weave pattern.

Stonewall Asbestos-Cement Board . . . the universal building material that is hard, rigid, almost indestructible, yet easy to "work."

Asbestos-Cement Siding . . . beautiful color and texture, fireproof, rotproof. A revolutionary new concept of sidewall treatment.

Building Materials for Home, Farm and Industry

MORE YEARS FOR YOUR DOLLAR WITH RUBEROID BUILDING MATERIALS

The RUBEROID Co.

Executive Offices:
500 Fifth Ave., New York 18, N.Y.

SOUTHERN PLANTS and SALES OFFICES: Baltimore, Md. Dallas, Texas Mobile, Ala.



Cut Yourself in on These FREE BUSINESS-BUILDERS!

Replacement window glass is a proved profit maker—*and newspaper or handbill advertising is a proved way to get your share of this business!*

That's why L·O·F offers a variety of professionally-prepared advertisements, in all sizes, for all seasons, to help you go after this business. They're available in mat form, *free*. Use the handy coupon, below, to write for your free copy of the window glass proof book that shows all the advertisements you can use.

Of course, you'd better have a good stock of the easier-cutting, nationally-advertised L·O·F Window Glass on hand. For advice on what quantities of the fastest selling sizes to stock, call your nearest L·O·F Distributor. He'll also help you plan an effective, consistent local advertising campaign to increase window glass sales.

LIBBEY·OWENS·FORD

L·O·F GLASS *a Great Name in* **GLASS**

GET YOUR FREE COPY OF THIS L·O·F GLASS AD MAT BOOK

LIBBEY-OWENS-FORD GLASS CO.
5651 Nicholas Building, Toledo 3, Ohio

Please send me your book of business-building ad mats on L·O·F Glass.

COMPANY NAME _____
PLEASE PRINT

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

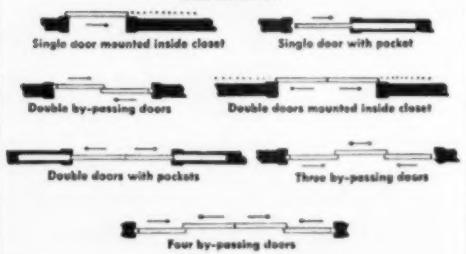
REQUESTED BY _____

Space-Saving Idea that Sells You

STANLEY SLIDING DOOR HARDWARE



With one size track and bracket you can take care of all these installations



You make a good customer as well as a good profit with every set of Stanley Sliding Door Hardware you sell. Interior doors that slide help solve the small home-owner's biggest problem — living space — and make the builder's selling job easier.

Stanley Interior Sliding Door Hardware is easy to install, easy to adjust. Doors glide smoothly in a V-shaped track, and can be adjusted with a screw driver after installation without removing trim. Simplified stock saves space for the dealer (see panel).

THE STANLEY WORKS • NEW BRITAIN, CONNECTICUT

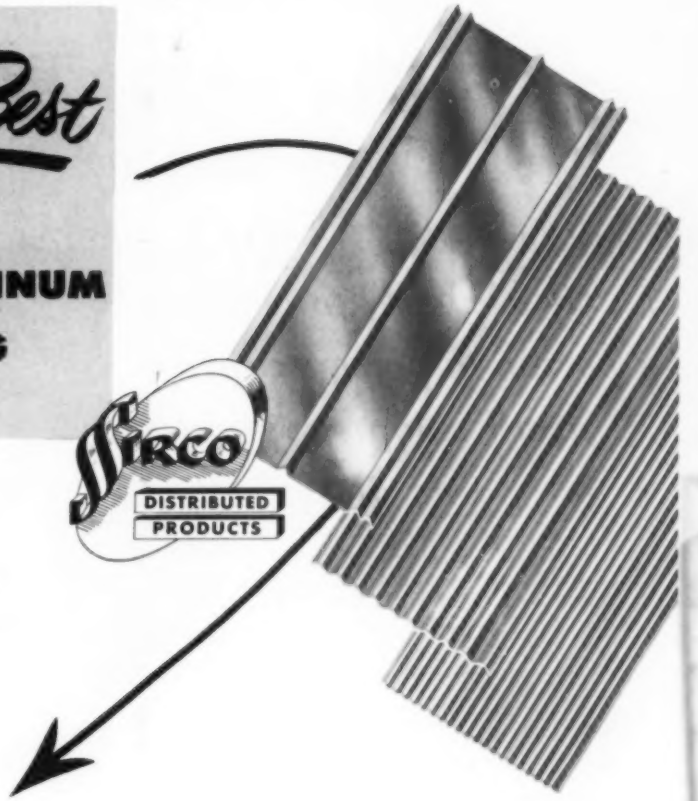
STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Sell the Best

SELL *Lifetime* ALUMINUM ROOFING



ALUMINUM—
Roofing, Siding, Fixtures, Gutter, Down Pipe, Garage Doors.

STEEL—
Roofing, Siding, Fixtures, Shingles, Gutter, Down Pipe, Fence Posts.

ASPHALT—
Roofing, Siding.

ASBESTOS—
Roofing, Siding.

Strip and Roll Copper.

Wall Ties, Termite Shields, Plywood, Doors, Insulation, Hardboard, Barclay Paneling, Screens, Thulman Chimneys.

REYNOLDS LIFETIME ALUMINUM ROOFING is precision made to give a *Lifetime* of service. Sell a property owner Reynolds Aluminum Roofing and you give him a permanent, weather-tight roof—one that needs no painting or maintenance—a roof that has the quality to make and keep satisfied customers!

Backed by powerful National Advertising, Reynolds Aluminum Roofing is in great demand. Dealers like it because it gives them a good profit and yet is priced right for volume sales.

SSirco Warehouse SService affords you *Overnight Delivery* and *Drive-in Pickup*—allows you lower inventory investments. Write today for more details about SSirco's complete line of Reynolds Aluminum Roofing and other Nationally Advertised SSirco Distributed Products.

YOUR NEARBY SSIRCO WAREHOUSE IS YOUR STOCK ROOM



SSIRCO

SOUTHERN STATES IRON ROOFING COMPANY

..."It was easy to conduct a person-to-person canvass at all company plants and offices"



ROY A. HUNT
President, Aluminum Company of America

"Our employees like the Payroll Savings Plan for U. S. Savings Bonds. It was easy, therefore, to conduct a person-to-person canvass at all company plants and offices.

"I believe every company which promotes the systematic investment in U. S. Savings Bonds in this way provides a highly desirable service for its employees and at the same time gives practical support to an important national effort."

Yes, it *is* easy to conduct a person-to-person canvass of your offices and plants to ascertain who wants to help America and build for his or her security by the systematic purchase of U. S. Defense Bonds through the Payroll Savings Plan. Have you conducted a person-to-person canvass in your plant?

If you haven't, here are the three easy steps:

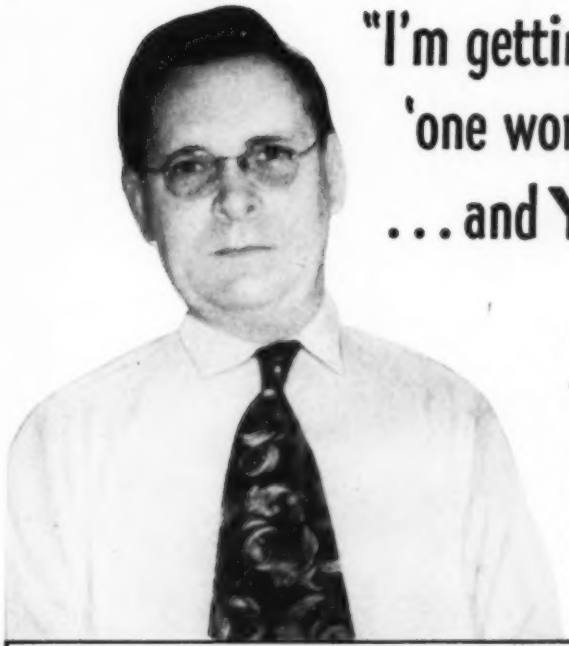
- Phone, wire or write to Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, Washington, D. C.
- Your State Director, U.S. Treasury Department, will contact you or the executive you designate to conduct the canvass and tell you exactly how to proceed. He will furnish posters, pay envelope stuffers, application blanks and other aids.
- All you have to do is to see that every employee in your company is handed a Payroll Savings Application and given an opportunity to make his or her own decision. No pressure is needed.

Simple as the plan is, it works — to the benefit of employees, the company and America. In the last six months approximately 4,000 more companies have installed the Payroll Savings Plan for their employees. Approximately 600,000 working men and women have joined the millions of smart savers already on the Payroll Savings Plan. In plant after plant, employee participation has jumped to 70%, 80% — even 90% because, as Mr. Hunt so aptly puts it, "employees like the Payroll Savings Plan."

Make it easy for *your* employees to help themselves, their Country and their company by the systematic purchase of U. S. Savings Bonds — Defense Bonds now, because they are an important factor in combating inflation and building a stronger America.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

SOUTHERN HARDWARE



"I'm getting to be a 'one word salesman' ...and YALE is the word!"

Says Russell R. Trowbridge,
Hardware Dept. Manager, Bunting Hardware Co., 810 Walnut St., Kansas City, Mo.

"When I say YALE to a customer, I've automatically answered a lot of questions—about the real value and reliability of the product, for instance. More often than not *that one word will make the sale.* Take this YALE 506 door closer and push-pull catch. Most people don't know the first thing about door closers, *but they know YALE* and they'll buy—simply because that's a hard name to go wrong on."

YALE is a registered trade mark

...and this is the package that will close more sales for you!



As illustrated in The Saturday Evening Post April 14, issue (out Apr. 11)



YALE 506 AIRLINER
with 1011 PUSH-PULL CATCH

This slam-stopping team makes a big hit with customers everywhere. A natural for tie-in sales with screening and other seasonal items! An excellent package to feature in your spring promotions because it offers a well known quality brand at a price that makes customers look twice. If you're not well stocked, write us today—The Yale & Towne Manufacturing Co., Dept. S-165, Stamford, Conn. (In Canada: St. Catharines, Ontario.)

YALE AIRLINER
For Quick, Quiet Closing Action

- Easy to install and adjust
- Fits on right or left hand doors —inside or out
- Requires only 2" space between doors
- Adjustable spring completely concealed

YALE PUSH-PULL CATCH
For a Sure Holding Lock

- Positive, heavy duty catch
- Works on screen and combination doors
- Quick to install
- Rustless metal
- Works easily, no knob to turn

YALE & TOWNE

Man-to-man advertising

reminds your customers why AMERICAN FENCE is the "Favorite of the South"

Farmers like to hear what crops other farmers are raising and how they use their land to achieve best results.

That fact is behind the success of T.C.I.'s testimonial campaign for U·S·S American Fence. Each advertisement gives a few interesting facts about what a particular farmer is doing and about how American Fence helps him do it better. And it tells why American Fence gives the best service on southern farms.

These advertisements are placed in the most popular southern agricultural magazines where your customers read them. The cumulative effect of this campaign over the years is to associate American Fence with successful farmers . . . an association that will mean a steady fence business for you in the years ahead.



TENNESSEE COAL, IRON & RAILROAD COMPANY

GENERAL OFFICES: BIRMINGHAM, ALABAMA

DISTRICT OFFICES: BIRMINGHAM • CHARLOTTE • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

USS

AMERICAN FENCE
TENNESEAL V-Drain ROOFING

UNITED STATES STEEL

DIETZ COMET LANTERN

LIGHTS UP THE NIGHT

FOR FUN, UTILITY & ANY EMERGENCY



USE IT IN THE CITY, USE IT IN THE COUNTRY —USE IT ANYWHERE

- For Camping
- Picnics
- Back Yard Fun and Parties
- Hikers
- Boating
- Motoring
- Or Just Walking Home in the Dark

A WELCOME GIFT FOR ANY OCCASION

- Burns 12 to 15 hours
- Stays lit in any weather
- Bright—4 candle power
- Burns Kerosene

For Boys, Girls and Grownups

A Practical DIETZ Lantern at the Price of a Toy

The NEW DIETZ COMET LANTERN



This shows the DIETZ COMET'S small size in proportion to well-known objects. It's little,—but it's great!

SPECIFICATIONS

Height	8 ⅝ Inches	Burns	15 Hours
Light	4C. Power	Globe	Dietz "Comet"
Wick	⅝ Inch	Burner	Dietz "Comet"
Fuel	Kerosene	Package	1 Dozen

Finish—Bright Red Enamel Over Prime Terne Plate

FREE: With each dozen, richly colored display with gold foil backdrop (as illustrated). Show it in your window. Write for mats, envelope stuffers.

The lantern that everyone can use. Packed with sales appeal. It's the right size for universal use. The gay color and styling gets the gift-seeking ladies, just as it does sportsmen, home gardeners, or picnickers. Kids and teenagers want one on sight.

Every Home A Prospect—multiple sales are not unusual—every sale invites another when you display the Comet.

Everyone is conscious of the desirability of having one or more lanterns around the home, shop and building for use in unforeseen emergencies—the Comet fills the bill perfectly.

Let the Comet shoot up your sales curve—make a stock order from your jobber.



DIETZ LANTERNS

DIETZ LANTERNS

DIETZ LANTERNS THE STANDARD OF THE WORLD!

Since 1840—for well over a century, DIETZ LANTERNS have maintained an unmatched leadership in design and performance. Ever sensitive to changing times, ever alert to improvement, DIETZ has always kept step with the times.

Among the notable features of the Streamline series are the broad non-tip base, improved top, all parts are curved to spill off wind and rain. Now supplied cold-rolled coated steel, gray enamel finish.

Control of flame permits a choice of abundant portable light or a low controlled glow without deminishment, or failure.

Greatest economy of fuel consumption. DIETZ LANTERNS burn dry to the last drop, without interruption.

EST. R. E. DIETZ COMPANY 1840
SYRACUSE 1, N. Y.



DIETZ No. 2 D-LITE (Cold Blast)
with rising cone burner

SPECIFICATIONS

Height	13¼ inches
Light	10 C. Power
Burner	No. 272, 1 inch
Wick	No. 2
Burns	45 hours
Globe	"D-Lite Loc-Nob"
Package	Half Dozen



DIETZ "MONARCH" (Hot Blast)

SPECIFICATIONS

Height	13½ inches
Light	4 C. Power
Burner	No. 411, ⅝ inch
Wick	No. 1
Burns	30 hours
Globe	"Fitzall Loc-Nob"
Package	One Dozen





DIETZ "BLIZZARD" (Cold Blast)
with rising cone burner

SPECIFICATIONS

Height	14¾ inches
Light	10 C. Power
Burner	No. 272, 1 inch
Wick	No. 2
Burns	45 hours
Globe	"Fitzall Loc-Nob"
Package	Half Dozen



DIETZ "LITTLE WIZARD" (Cold Blast)
with rising cone burner

SPECIFICATIONS

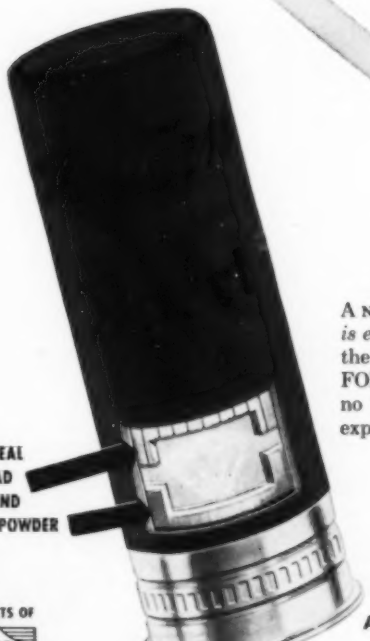
Height	11½ inches
Light	6 C. Power
Burner	No. 211, ⅝ inch
Wick	No. 1
Burns	30 hours
Globe	"Little Wizard Loc-Nob"
Package	One Dozen

OUTPUT SOLD EXCLUSIVELY THROUGH THE REGULAR JOBBING TRADE, NO PRIVATE BRANDS





SELL THE SHELLS WITH THE EXCLUSIVE *Sealed* GAS CHAMBER



A NEW HIGH IN PATTERN UNIFORMITY because *gas leakage is eliminated* . . . either into the head of the shell or into the shot. To the shooter, this means (1) pattern UNIFORMITY *never before achieved* (2) no loss of energy (3) no "balled" or deformed shot (4) no "leading" (5) no expanded brass to cause difficult extraction.

Western
TRADE-MARK

WORLD CHAMPION AMMUNITION

A COMPLETE LINE OF SHOTGUN SHELLS, CARTRIDGES, TRAPS & TARGETS

PRODUCTS OF OLIN INDUSTRIES, INC.

CONSISTENTLY ADVERTISED TO YOUR CUSTOMERS IN THEIR FAVORITE MAGAZINES

WESTERN CARTRIDGE COMPANY, DIVISION OF OLIN INDUSTRIES, INC., EAST ALTON, ILLINOIS

SOMEBODY

is selling a lot of roofing in 1951!



Is it YOU?

It can be . . . easily! For, even if restrictions on credit and new home building are reducing the volume of new construction, there's still a tremendous reroofing, repair, and maintenance market in this country's millions of *old* dwellings, farm buildings and other non-residential structures.

Today, the owners of these buildings have money to spend—money that in other years might have gone for consumer goods now hard to get. These people are giving attention to their roofing needs.

Barrett can help you get in touch with them—through Barrett's powerful, full-page, full-color advertising in The Saturday Evening Post, its interest-compelling ads in farm and home magazines, and through its unmatched sales promotion program, which includes almost every type of successful point-of-purchase advertising.

So get in touch with Barrett today. Let your Barrett representative give you full information about the *complete* Barrett line, which includes special lock-type shingles as well as "conventional" designs—everything you need to build up profitable reroofing business.

Barrett®

THE BARRETT DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 Rector Street, New York 6, N. Y.
205 W. Wacker Drive, Chicago 6, Ill.
1327 Erie Street, Birmingham 8, Ala.
36th St. & Gray's Ferry Ave., Philadelphia 46, Pa.

*Reg. U. S. Pat. Off.



"Puts it ANY place he wants — he must have a STEPGLASS® Rod!"

STEP TAPERED FOR PERFECT ACTION

NEW!

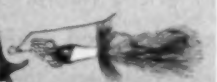
STEPGLASS® ROD

BEST IN GLASS FOR PERFECT CASTS

A new rod...with a new action that will amaze you! Exclusive step-taper tip has live power for distance with light lures — and backbone for accuracy and to set hooks solidly. Five lengths: 4 ft. to 6 ft. $19.95. Other solid glass casting rods $7.95 to $18.50.



New! JOINTED EXPLORER® Tantalizing action gets results! Travels deep. Weight 1/2 ounce. $1.50. "Firelacquers" $1.60.



New! ITSADUZY® Fish can't resist it. Semi-weedless. Travels shallow or deep. Wt. 5/8 oz. $1.25.

SOLID Glass Tip NO SET-OUT TO RUST

FREE! Write now for '51 issue of "Fishing—What Tackle and When."
SOUTH BEND BAIT CO.
900 High St., South Bend 23, Ind.



SOUTH BEND
At Nature Favorites to Fishing

These Advertisements Will Appear in

MORE THAN 6,500,000

Copies of OUTDOOR PUBLICATIONS that Your Customers Read...

Be Sure to Have this Tackle when They Ask For It...

See Your Jobber Now



"That SUPER SNOOPER® Sure Fooled Me, Mac!"

NEW BAITS FOR THE BIG BOYS

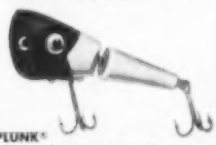
Only a fish could tell you how these new baits really fool the big boys. It's their tantalizing actions—their life-like finishes that make them so different. Get them ... if you want fish you can really brag about.



"FIREMOLD" SUPER SNOOPER® Darting, diving surface bait. Fluorescent "Firepowder" molded in plastic body. Wt. 1/2 oz. $1.35



EXPLORER® Fish can't resist it. Travels medium to deep. Wt. 1/2 oz. Regular and jointed $1.25, $1.50. "Firelacquers" $1.35, $1.60.



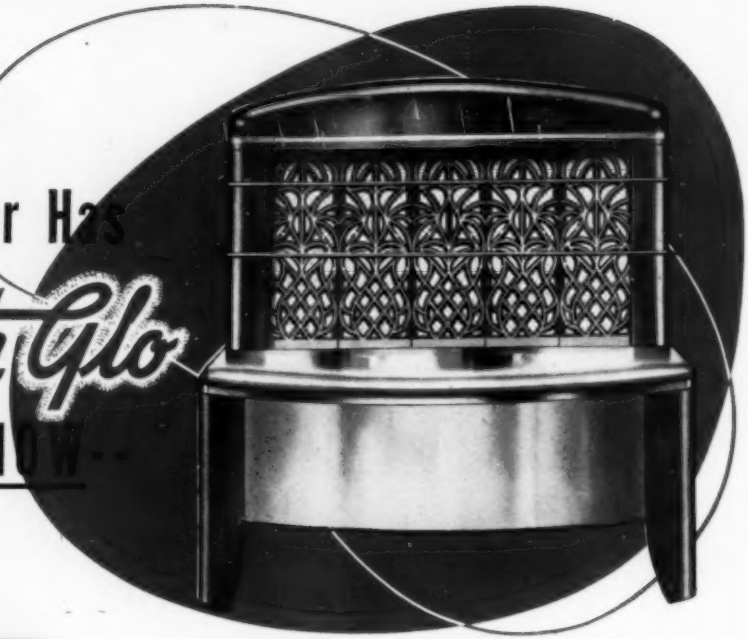
GoPLUNK® "Pops" and "plunks" to baffle bass. Great for night and surface fishing. 5/8 oz. 4 finishes. $1.50.



FREE! Write for '51 issue of "Fishing—What Tackle and When."
SOUTH BEND BAIT CO.
900 High St., South Bend 23, Ind.

SOUTH BEND
At Nature Favorites to Fishing

Your Jobber Has *Hearth Glo* Heaters NOW--



--and NOW is the Time to Get Yours!



Smart Jobbers have wisely stocked Hearth Glo Room Heaters early this year — and in ample quantity to take care of most normal needs. Smart retailers will be wise to do the same.

High quality, moderately priced Hearth Glo Heaters sell readily — make a good profit and build customer goodwill for you. Stock them — feature them — sell them. It will be worth money to your business.

JACKES-EVANS MFG. CO.

Saint Louis 15, Missouri

***Hearth Glo* ROOM HEATERS**

A Complete Quality Line of Gas Heating Equipment

***Hearth Flo* CIRCULATORS**

"We Believe this is the Lull Before the Storm"



ALREADY there are signs of drastic reduction of inventories by retailers.

We feel that we must report to you what the overall situation seems to be as far as Revere is concerned so that you may plan accordingly.

Defense and rearmament are going ahead—no matter what the immediate international development may be. But we haven't begun to feel the impact of the programs yet. That's because it takes months to set up the machine tools. And the manufacturer doesn't order his raw materials until he knows when he'll be ready to produce.

So the breather we're going through is just the lull before the storm. Stainless steel has been in very short supply. The coming months will produce even greater shortages of stainless steel, and this can only mean less production of Revere Ware and, doubtless, many other items.

Then, the present complacency will turn to panic tomorrow in a frantic search for goods.

The retailer with a substantial inventory of Revere Ware is fortunate. The large demand and continuous sale of America's favorite cooking utensils can help materially to keep your volume up.



REVERE COPPER AND BRASS INCORPORATED

Rome Manufacturing Company Division

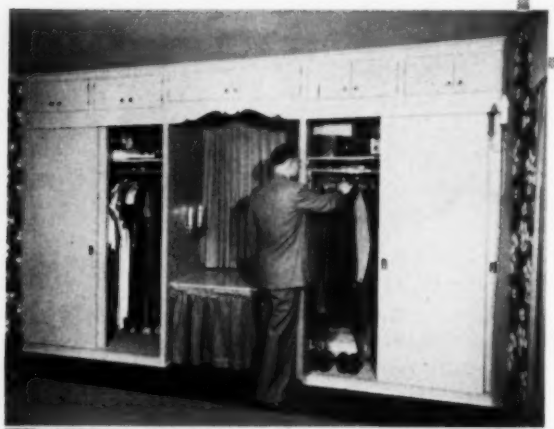
Rome, N. Y.

It pays in many ways to recommend and sell

Vanishing Door Hangers and Track

BY

Richards-Wilcox





Today's greater demand for small homes makes the full utilization of every inch of space more imperative than ever. And the answer to this need is an entirely new Vanishing Door Hanger by Richards-Wilcox that is designed for thin-wall installation and noiseless operation. R-W Silver Streak Vanishing Door Hangers and Aluminum Track are adapted for use on parallel residential wardrobe doors, or for any doors in any room of the house. Note these points of special importance to you and your customers:

- Four types of hangers to accommodate various size doors and building requirements.
- Bronze hanger and aluminum track to withstand salt air for seaboard use.
- Adapted to thin wall to save space and reduce building costs.
- No interference with room furnishings or decorations.
- Tight fit of door to floor avoids drafts, loss of heat.
- Adapted to single sliding and parallel sliding house doors.



SILVER STREAK R-W No. 1019 Vanishing Door Hangers and Aluminum Track

For more information, contact your jobber or write for one of our illustrated folders describing in detail the uses and advantages of SILVER STREAK.

RICHARDS WILCOX R-W AURORA

1880 1951

OVER 71 YEARS

Richards-Wilcox Mfg. Co.

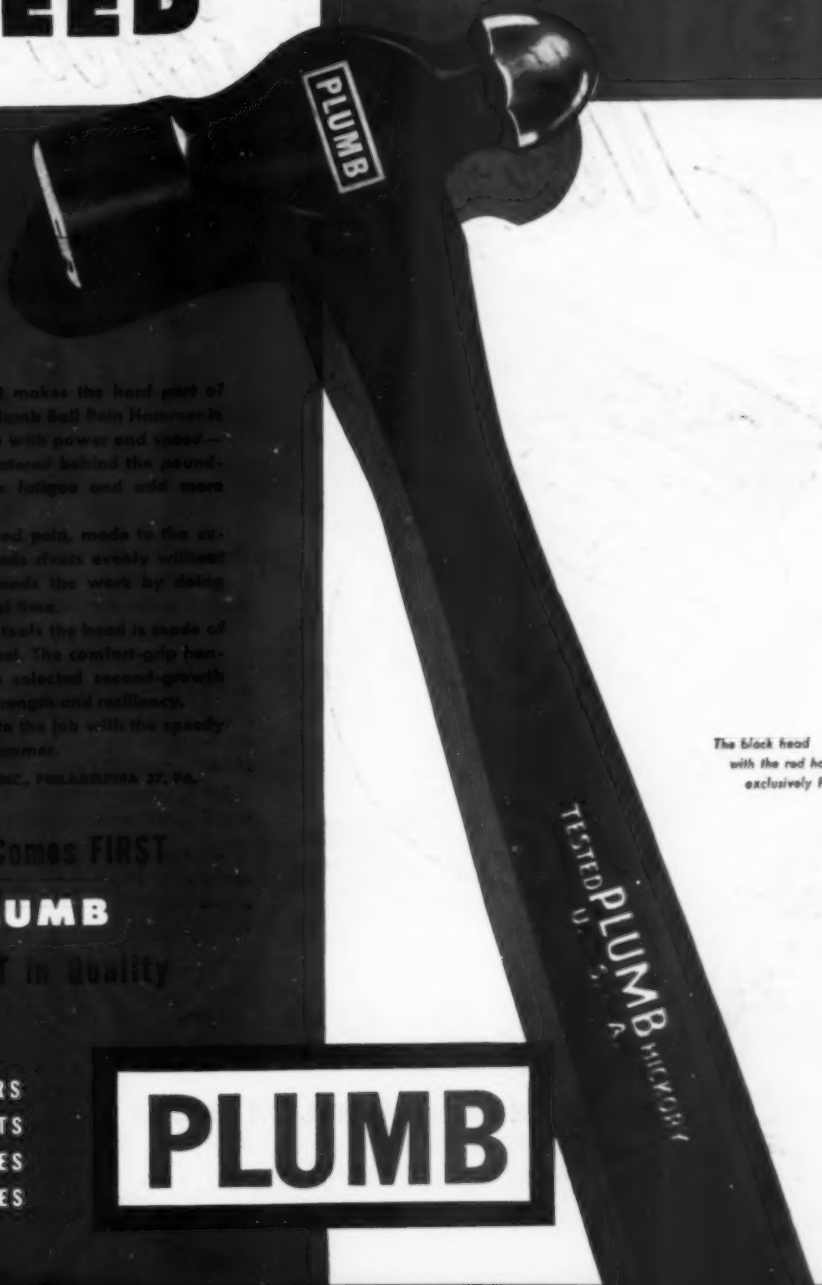
"A HANGER FOR ANY DOOR THAT SLIDES"

AURORA, ILLINOIS, U.S.A. *Branches in all principal cities*

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT

POWER *and* SPEED





Here's the tool that makes the hard part of the job easy. The Plumb Ball Pein Hammer is engineered to strike with power and speed—with the weight centered behind the pounding face to reduce fatigue and add more force to the swing.

The cone-shaped pein, made to the exact curvature, spreads rivets evenly without mashing them—speeds the work by doing the job right the first time.

Like all Plumb tools the head is made of special analysis steel. The comfort-grip handle is turned from selected second-growth hickory tested for strength and resiliency.

Put power into the job with the speedy Plumb Ball Pein Hammer.

The black head with the red handle—exclusively PLUMB

LAFAYETTE R. PLUMB, INC., PHILADELPHIA 27, PA.

Quality Comes FIRST

PLUMB

Is FIRST in Quality

HAMMERS
HATCHETS
AXES
FILES

PLUMB

A LOOK AT A WOOSTER *DEFENSE* BRUSH SHOWS YOU

It's the mixture that's *Made right* *



The *longer lengths* of bristling materials used in Wooster *Defense* Brushes are very predominantly *pure hog bristle*, as shown in red, above.

Wooster *Defense* Brushes are *made right* . . . to provide for brush buyers the best value possible under existing restrictions.

Made right means that the great majority of *long-length* bristles in a Wooster *Defense* mixture are *pure hog bristles*. Most of the required percentage of substitute bristle is blended into the brush in the shorter lengths. This makes for an important fullness of pure hog bristle at the tip—the *business end* of the brush, where working and wearing qualities are proved.

You can sell a Wooster *Defense* Brush with confidence, for it's the mixture that guarantees proper formulation of bristling materials *always*.

WOOSTER BRUSHES

FOSS-SET GUARANTEED USE IN ANYTHING — THE WOOSTER BRUSH COMPANY • WOOSTER, OHIO • SINCE 1851 — WOOSTER FOSS-SET NYLON

100

IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH



here's a pointer for greater mower profits

SELL Jacobsen WORTHINGTON



JACOBSEN LAWN KING—26-inch cutting width. Big and rugged for wide open areas.



JACOBSEN ESTATE 24—24-inch cutting width. Tops for landscaped lawns, formal gardens, close trimming work.



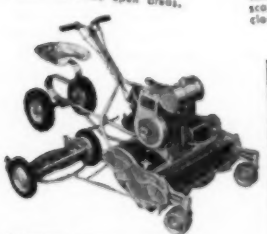
JACOBSEN MANOR — 21-inch cutting width. Outstanding rear drive mower in the popular-size class.



JACOBSEN LAWN QUEEN — 21-inch cutting width. America's favorite for both home and commercial use.



JACOBSEN BANTAM — 21-inch cutting width. Top-quality mower in the budget-price class.



JACOBSEN PARK 30—30-inch cutting width. For multi-acre grass cutting — estates, cemeteries, parks. Available with side wing mowers for 66-inch swath.



JACOBSEN-WORTHINGTON 37 ROTARY DISC—37-inch cutting width. Built for big-area grass and weed cutting.



JACOBSEN-WORTHINGTON 20 ROTARY DISC—20-inch cutting width. Triple-duty mower—trimmer, lawn mower, weed cutter.



JACOBSEN-WORTHINGTON 18 ROTARY DISC—18-inch cutting width. Ideal for both city and rural use — the all-purpose mower.

Jacobsen-Worthington Dealers Can Sell A Size and Type Mower for Every Job

Jacobsen-Worthington builds power mowers for every grass-cutting job — side wheel and rear drive reel-type mowers with cutting widths of from 21 to 30 inches . . . rotary disc mowers ranging in size from 18-inch to the multi-acre, 62-inch machine. Specialized equipment includes the power lawn edger; power unit with leaf mill, reel mower and sickle attachments; heavy-duty power scythe and a full range of power mower attachments . . . Write immediately for your copy of "The Jacobsen Story."

JACOBSEN MANUFACTURING COMPANY
Racine, Wisconsin



Remington Dealer Letter

DU PONT



BRIDGEPORT, CONN.



Smile when you say that



In our matinee days, when a dime and a box of popcorn were sufficient fare for a trip west of the Pecos, we first heard the expression "Smile when you say that!" It was uttered between clenched teeth, and a fight was sure to follow.

In our uncritical youth, we never wondered why the buckaroo didn't just smile and save all the trouble. Anyway, we kind of enjoyed the fisticuffs. But since we've grown older, it seems that smiling would have been the sensible thing to do. In Hollywood, or anyplace else, it's a good way to take the edge off unpleasant words.

It certainly applies to business these days. Telling a customer "we're out of that product" is not calculated to produce good will. But said with a smile . . . and an honest explanation of why the product is hard to get...the words aren't so hard to take.



She'll learn how to shoot by starting on easy targets thrown from a Remington Hand Trap.



Here the fast-flying "Blue Rock" duplicates the flight of woodcock or grouse.

*Price subject to change without notice. †"Blue Rock" is Reg. U. S. Pat. Off. by Remington Arms Company, Inc.

SELLING THE FUN IN HAND TRAP SHOOTING

Have you ever noticed the approach top retail salesmen use? They sell the "what it does for you" of a product. "What it's made from" comes second.

Such a sales approach is the only one needed to make Remington Hand Traps a big item in your store. For example, a hunter comes into your store for a box of shotgun shells. Sell him on the fun of hand trap shooting and the fact that it is the best practice he can get. A "Blue Rock" target thrown from a hand trap will duplicate the action of a flushed live bird.

To your trap and skeet shooting customers the hand trap offers a cheap, convenient way to practice their sport. Beginning shooters like a hand trap because it gives them an opportunity to learn how to shoot before appearing at gun clubs.

So next time you sell a box of shotgun shells, show him how the Remington Hand Trap works.

You can demonstrate by setting the trap and swinging it gently. The talk and the demonstration are simple and convincing.

Try them. It will mean plus sales for you . . . not only for hand traps but for "Blue Rock" Targets and ammunition, too.

Be sure you have an ample supply of Remington Hand Traps, ammunition and "Blue Rock" Targets on hand. Then display them in your window and store.



Throw 'em high, low, fast or slow. Anyone can operate the Remington Hand Trap. It offers a lot of fun for its modest retail price *$3.95.

Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 120 May, 1951 No. 5

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Land-Clearing Equipment 96
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SENSATIONAL SALES!

THE ROYAL CHEF BARBECUE GRILL IS MAKING SALES HISTORY!



THIS BARBECUE GRILL HAS EVERYTHING—AT A PRICE *ALL* YOUR CUSTOMERS CAN AFFORD

ROYAL

LOOK AT THESE SALES FEATURES!

1. Handsome design—baked-on "Sun-Glo" finish—chrome spit—white enamel sauce pans—beautiful from every angle.
2. Chef's delight—large, roomy grill, removable spit, 2 sauce pans, carving board, bun warmer compartment. Ample size firebox with easy-to-empty ash pan.
3. Portable—when set up it rolls about easily. Then folds down to 8" x 22" x 42" for carrying or storing. Durable finish to prevent rust.
4. Priced to sell—the amazingly low price of these grills will help you clinch the sale. We made 'em to sell—and to give the dealers a good profit. Three models. Model Number 30 shown above.



Made by the makers of famous Royal Gas Heaters. Royal makes one of the world's finest lines of gas heaters—all sizes and models.

Write us today for full particulars and name of your nearest Royal distributor. Let this grill help you to more profits—don't delay.

CHATTANOOGA IMPLEMENT & MANUFACTURING CO.
CHATTANOOGA 6, TENNESSEE
Quality . . . . Since 1891

LOCAL JOBBER STOCKS MAKE IT EASY TO SELL



TENSION-tite*

*Trademark

WINDOW SCREENS

DEALERS CARRY JUST THE FAST MOVING SIZES

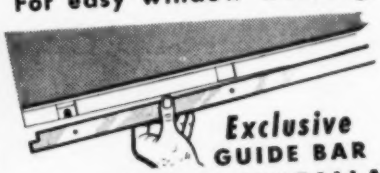
TENSION-tite screens are made in all standard modular and fractional sizes . . . and are stocked by jobbers located in most areas. Carry the fast-moving sizes, and rely on your jobber for immediate service on fill-in stocks.

More than a million TENSION-tite aluminum screens are now in use. Are you getting your share of this attractive screen business?



PRESS DOWN PUSH OUT

For easy window washing



Exclusive GUIDE BAR SPEEDS INSTALLATION

Removable GUIDE BAR shows exactly where to place the five screws for a perfect fit. Only tool needed is a screw driver.

- ALL ALUMINUM!
- NO PAINTING—EVER!
- WON'T RUST OR STAIN
- INSTALLED FROM INSIDE WITHIN 5 MINUTES!
- COSTS LESS THAN OLD-TYPE SCREENS!
- MORE THAN A MILLION NOW IN USE!



Lots of Merchandising Help

Your jobber is prepared to supply you with display material, models, folders, stickers, and other merchandising aids so that you can let your customers know that you carry popular TENSION-tite aluminum screens.



WRITE OR WIRE TODAY FOR NAME OF JOBBER IN YOUR AREA

RUDIGER-LANG CO.

Factories in Berkeley, Calif., and Toccoa, Ga.

2701 EIGHTH STREET, BERKELEY 10, CALIFORNIA P. O. BOX 408, TOCCOA, GEORGIA

UNCLE SAM AS A MONEY LENDER

THOUGH we are not traveling the same road to socialism as Britain, our destination may be the same.

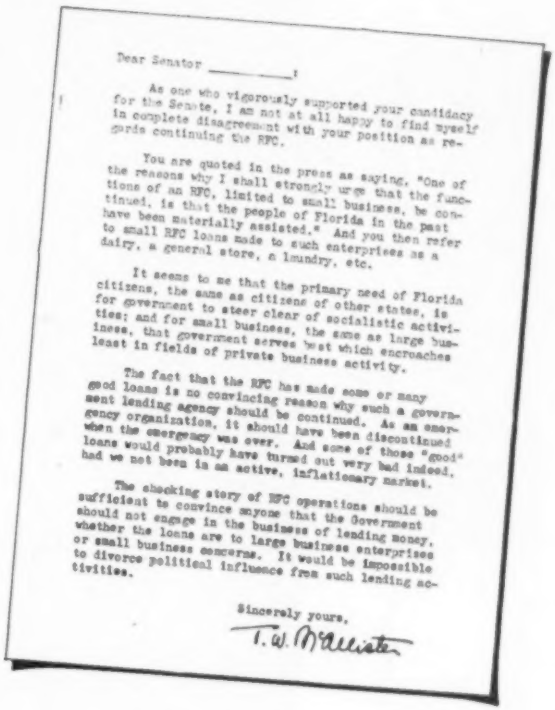
Britain's labor government is openly socialistic. So it has proceeded openly in the nationalization of such basic industries as transportation, coal, gas, electricity and steel. If it follows the logical pattern, most citizens ultimately will become employees of the state; it will differ little from communism.

In this country we are more likely to get socialism by default—but if present trends continue, the results will be the same.

Here, government's ventures in socialism often are advocated—or defended—as emergency measures, or as the necessary extension of certain essential services to its citizens which private business is either unable or unwilling to render.

But after government gets its big foot in the door, it is not likely to be thrown out—even after the emergency is over.

When government started in the electric power production business, it was under the guise of flood control. But now the production of electric power has become a primary aim—with the result that generating capacity of public power agencies is now equal to 25% of total private capacity.



Dear Senator _____:

As one who vigorously supported your candidacy for the Senate, I am not at all happy to find myself in complete disagreement with your position as regards continuing the RFC.

You are quoted in the press as saying, "One of the reasons why I shall strongly urge that the functions of an RFC, limited to small business, be continued, is that the people of Florida in the past have been materially assisted." And you then refer to small RFC loans made to such enterprises as a dairy, a general store, a laundry, etc.

It seems to me that the primary need of Florida citizens, the same as citizens of other states, is for government to steer clear of socialistic activities; and for small business, the same as large business, that government serves best which encroaches least in fields of private business activity.

The fact that the RFC has made some or many good loans is no convincing reason why such a government lending agency should be continued. As an emergency organization, it should have been discontinued when the emergency was over. And some of those "good" loans would probably have turned out very bad indeed, had we not been in an active, inflationary market.

The shocking story of RFC operations should be sufficient to convince anyone that the Government should not engage in the business of lending money, whether the loans are to large business enterprises or small business concerns. It would be impossible to divorce political influence from such lending activities.

Sincerely yours,

T. W. Wallace

A convincing example of what is likely to happen when government takes over the functions of a banker—or a manufacturer or a merchant—is found in the sordid record of the Reconstruction Finance Corporation, as it has been revealed by the Fulbright Committee.

The RFC was set up in 1932 as a temporary emergency organization, limited by law to one year's operation. But it was continued after the emergency was over. Its original able management was succeeded by political appointees. Its original functions of warding off bankruptcy for railroads and financial institutions, during a period of financial panic, was broadened to making routine loans to business and industry—even such businesses as rattlesnake farms and resort hotels. Then, as a matter of course, political influence came into the picture.

The story as it was revealed in committee hearings is now a familiar one: Free vacations for an RFC examiner and for influential political figures, at a swank resort hotel which obtained a large RFC loan; huge fees for influence in obtaining RFC funds; a $9,000 mink coat from a New York furrier seeking a loan; RFC officials moving into high-salaried positions with companies bailed out by the RFC.

But, after all, it is not the malodorous record of individual RFC transactions which is of importance, so much as it is the principle involved.

Why should government be in the business of lending operating capital to business and industry generally? Why should it compete in this way with banks and other private lending institutions? Why is it desirable for government to subsidize or bail out businesses which are dangerous credit risks?

It is the principle involved which prompted Jesse Jones, former RFC head, to recommend "a decent burial" for the organization. "Government lending in competition with private business is not a proper function under our private enterprise system," he said.

Whatever happens to the RFC, Uncle Sam should get out of the private banking business.

(Final editorial in a 13-months' series)



The extra ingredient in DIXISTEEL

It is true that all steel is made from the same basic materials and produced to established specifications.

But into every ton of DIXISTEEL is added an extra ingredient.

It is *pride*.

Pride on the part of more than 2,000 members of the DIXISTEEL family—men and women whose loyalty, skill and devotion have played a vital role in the growth, development and progress of Atlantic Steel Company and the South during the past half century.

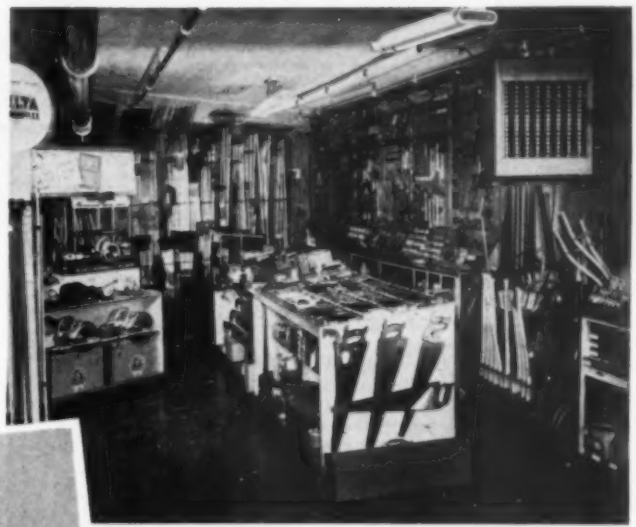
On this, our Golden Anniversary year, we salute them—from the newest to J. T. Watkins, a veteran of 47 years. For they have made possible the steel and steel products you buy with confidence—DIXISTEEL.

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

PRODUCERS OF FINE-QUALITY LOW-CARBON STEEL PRODUCTS, INCLUDING: HOT ROLLED BARS, SHAPES AND STRIP—DRAWN WIRE—NAILS, RIVETS, STAPLES—FENCE AND BARBED WIRE—FORGINGS AND STAMPINGS.

Southern HARDWARE

MAY
1951



The tool department at J. Oviatt Bowers Company in Tuscaloose offers customers numerous services, as well as eye-appealing displays of both power and hand tools. Sales personnel are kept up-to-date on promoting these items by the company's periodic memos and office bulletins

Sales Promotion Program

builds $600,000 volume for this Alabama store

BY AUGMENTING a well-trained sales and service organization with a carefully interlocked store-wide customer and employee-relations program, the J. Oviatt Bowers Company, Inc., of Tuscaloosa, Alabama, was able to ring up nearly $600,000 in sales during 1950.

President J. O. Bowers has successfully built his extensive business on the theory that a promotional program can be thoroughly effective only when backed up by the wholehearted efforts of loyal employees. Though he personally prepares most of the store's advertising, he devotes much time to preparing material which is designed to promote teamwork between personnel and management. This material is in the form of store memoranda and periodic messages which are multigraphed and distributed to each employee.

A large portion of the store's advertising is done through the mails, a medium which has proven highly effective, Bowers said. After a large mailing has gone out, he frequently calls the attention of salesmen to the mailing through memos, which are posted in the store. These are written on special forms, which are prepared by the store's typist and run off on the multigraph. The main body of the forms is reserved for the memorandum, but at the top are three columns, one listing the names of salesmen, another the names of office employees, and the third the names of warehouse personnel. Departmental employees affected by the memo are required to initial the sheets after reading the memo, and Bowers thus is able to tell at a glance whether all employees have acquainted themselves with the information they need to have.

These memos and other messages which Bowers directs to personnel periodically serve as important stimuli to sales, because they keep the employee aware of current promotional efforts, maintain his interest in increasing volume, and emphasize the stake which he has in the company's future. Instead of hearing what the management has to say during a sales meeting when he is tired or anxious to go home, the employee gets the story via the written word when he is in a more receptive frame of mind.

A particularly successful plan which has been used by Bowers for a long time is the donation of a national builders magazine to



Housewares occupy a prominent section of the store. Center: an office employee operates the ozalid machine for local customers, a free service

contractors, project superintendents, purchasing agents and vocational teachers in the area. At present, the store is paying for 94 such subscriptions, and when these expire it will renew them and mail the recipients a letter informing them that the subscription has been renewed by the store. The letter also thanks the customer for past patronage and makes a bid for future business. These free subscriptions have become a valuable sales weapon for the store's pair of outside salesmen, who promote the company's large and complete line of building supplies.

Another service which appeals to building materials customers is the ozalid machine, located in an annex to the general offices. Here surveyors, architects, contractors, and engineers are offered a fast and economical method of reproducing in quantity, scale drawings, floor plans, blue prints, and other material necessary to their work. The machine, which employs an ammonia preparation that sets the copy rapidly after contact with the master sheet, can be operated by several members of the office force. Frequently, several thousand copies are turned out per week for various customers at a nominal fee. The goodwill and store traffic created by this service has made it a profitable investment.



The company operates a large rental department, which is paying off also through goodwill and greater store traffic. This department contains 18 different types of equipment and often is mentioned in office memos and messages.

A unique phase of the rental service is the "hospital department," which supplies invalids with hospital beds, wheel chairs and crutches at moderate prices. Six wheel chairs and three hospital beds are kept on hand. The beds rent for $7.50 per month, the wheel chairs for $5.00 per month. These remain in use most of the time.

"We derive little or no profit from these rental items," said Purchasing Agent John Kyzer, "but we feel that the goodwill they bring pays for the service. We receive frequent letters and telephone calls of appreciation from renters or their families."

Periodically, Bowers promotes his Home Improvement Department in circulars which carry the

(*Continued on page* 40)



Right: Salesman Paul Hughes, left, explains the operation of a rental floor sander to a customer. The rental department contains 18 different items



Riverside Hardware Co.'s best traffic builder, the fishing tackle department, extends the entire length of the store to the extreme rear. A cornice board serves to remind customers of tackle needs. Below, fishing rod displays invite easy selection and handling by customers

winning those extra profits with

FISHING TACKLE



FISHING tackle, vigorously promoted and displayed so that the line serves as a virtual silent salesman, helps account for an additional $33,000 in sales annually for the Riverside Hardware Company, Greenville, Mississippi. Of this sum, $15,000 is the actual figure attributed to sales of fishing tackle and sporting goods, while the remaining $18,000 represents additional sales stemming from the close coordination of fishing tackle and allied merchandise with other departments throughout the store.

Harry R. Coleman, manager, has set up the department in such a way that it influences sales in other parts of the store.

According to Coleman, fishing tackle is the store's best traffic builder. Because of this, this department extends the length of the store to the extreme rear where it ties in with the boats that all fishermen eventually hope to own.

To coordinate fishing tackle with all other departments, a board cornice, installed on the bottom edge of the balcony, serves as a long signboard down the length of the store, reminding customers in large, clean-cut lettering that here is the place to buy fishing tackle, boats, motors, outdoor clothing, and other items that the sports-lover wants.

Even women, shopping in the housewares departments, are reminded of fishing tackle and allied items; for here, also, wall spaces above displays are ornamented with mounted fish, deerheads, and attractively framed game and fish pictures.



Fishing poles are not hidden from view, but are placed in galvanized cans where the customer can see and handle them. Poles serve as profitable traffic items and lead to added sales by both men and women customers

"We try to keep women interested in fishing tackle, both for themselves and as gifts," Coleman said. "Women, more than men, take advantage of our lay-away plan, which adds considerably to volume just before a special gift season begins. We promote and sell fishing tackle, boats and motors, and fine knives to women who are shopping for gifts. Many make a down-payment on a lay-away and pay the balance over a period of weeks or months."

A list of all regular fishing tackle customers is kept, especially of those who have purchased boats, motors, or the more expensive rods and reels. This list is used for personal telephone calls when new merchandise is received or when fishing is especially good. The list is used also for mailing out letters and advertising pieces.

"Volume on expensive sporting goods cannot be expanded without some plan of budget selling," Coleman pointed out. "Most of the boats and motors that fishermen buy are financed for the customer, unless he makes arrangements with us for short-time payments. We sometimes sell these items on a 90-day payment plan without carrying charges. If the customer's credit is good, he can usually pay for the item within the 90-day period.

"Next to the budget plan, we value our lay-away system, which we plan to promote more vigorously than ever during the coming year.

"Lay-away is especially valuable for selling more fishing tackle. Many a customer, in the store to buy other items, sees fishing tackle that he would like to buy. A small down-payment on a lay-away is the means of putting many a fine tackle outfit into the hands of an enthusiast who would never pay cash for it."

In the rear of the store, space has been reserved for storing lay-aways. Here, also, boats are stocked, usually one each of the models sold. Catalogs are placed in convenient spots about the store, so that customers may select items not in stock.

Farmers are excellent prospects for fishing tackle. Circulars sent to box-holders in rural districts usually are devoted in part to fishing tackle. Newspaper space also is employed regularly.

During the two years in which the store has operated, volume on fishing tackle has increased 25 percent.

"That increase is proof that promotion pays," said Coleman. "We bought the stock and fixtures of another store when we started in business two years ago, and I am fully aware of the fact that our store needs modernizing. But I have made the old fixtures serve for awhile, and have given advertising and promotion a thorough try in developing sporting goods volume. And even though we do not have the modern fixtures we need for displaying sporting goods, we do contrive to display every item we sell as attractively as possible."

He pointed to fishing rods, shown in a rack just beyond the display window. They were placed here, so that the customer may have room to try out the rod and receive a demonstration.

Fishing poles, usually considered an ungainly item for display, are not hidden from view, because the manager regards them as an excellent traffic item. They are placed in galvanized cans where the customer can see and handle them.

Because fishing tackle is emphasized throughout the store, it is

(*Continued on page* 40)



In the aluminumware department, as in other sections throughout the store, mounted deerheads, fish, and attractively framed game and fish pictures offer an ornamental background and remind customers of tackle needs

Cashing in on a

New Rural Market

BY STEADILY expanding its lines and services to meet the requirements of the rural residential area in which it is located, Star Supply Company, hardware dealers in Annandale, Virginia, realized a volume of $170,000 in 1949 and a 40 percent increase over that in 1950. These figures not only indicate a sizable volume, but represent a 300 percent increase in sales brought about by catering to the rural market over a five-year period.

"We started out as a standard hardware store, carrying the usual hardware merchandise," said James L. Deaver, co-owner, "and we had constant calls for chicken, horse, cow and hog feed. We had to acknowledge these calls, though they were low-profit items, for they brought the customers into the store. Once we got them into the store, we had no difficulty selling them tools, housewares, rugs, and other items from our standard stock.





Co-owner James L. Deaver, above left, helps a customer select paint in the well-stocked paint department, a profitable supplement to building materials. Below, from the rear shed at Star Supply Co., rural customers may purchase feeds, building materials and other such items

"We had to recognize within a year or two after we opened that these people were very active about their homes, building small garages, barns, etc., and we got numerous calls for cement, gravel, windows and builders hardware. Little by little, and item by item,

(*Continued on page 60*)



How to make a Repair Shop *Pay Off*

By J. H. Reed

SCHNABEL Brothers hardware store, San Antonio, Texas, not only has a highly successful repair shop—it actually centers in and functions around the shop. And each serves as a profitable supplement for the other.

According to the three owners, brothers Joe, Bob and Gus, they could make a nice profit out of the machine shop alone, but the two phases of their operations dovetail to make a profitable business on both sides.

When they started in the hardware business 10 years ago, the brothers purchased a small hardware shop at their present location, and set out to make it "different" from the other hardware stores in that area. They closed out the out-of-date items and modernized the stock—a process which has continued ever since. And, above all, they set aside space at the rear of the store for a small, but modern, shop.

Modern Equipment

Since all three are trained mechanics, any one of the brothers can sharpen a lawn mower, wait on a customer, or keep the books and check stock. As a result of this type of cooperation, the business soon outgrew the original quarters, and they took in the store unit next door.

The repair shop contains more than $1,250 in modern equipment. And it handles thousands of lawn mower jobs at $2.00 apiece—a business which begins in early spring and continues until the first cold in October. With two sharpening machines in operation, the shop could handle even more repairs than it handles now, but Bob Schnabel refuses to release any machine until it is sharpened, oiled and adjusted to a fine point. The final "acid test" is the machine's ability to cut up a sheet of newspaper fed into it.

Lawn mowers are the most frequent repaired items in the shop, but other machines also are handled here. Bicycles are brought in from all sections of San Antonio for repair work. A stock of parts is kept for nearly every item handled by the store, and Schnabel's is well-known for its high quality of parts replacement service. Guns are cleaned, oiled, and stored after the hunting season by many customers.

Though specialists in all ordinary repair jobs, the store does not tackle repairs that are too difficult or tedious for the shop. Power mower engines go to a nearby automobile repair shop, where mechanics specialize in this type work. Broken guns are sent to a gunsmith not far away.

"Nobody can do everything—and the mechanic who thinks he can, soon gets into trouble," said Gus Schnabel. "So we specialize only in the things which we can do best with our equipment and experience, and send the jobs which we are not equipped to handle out to someone we know can do the work in the right way."

In addition to the two lawn mower sharpeners, both motor-driven, the shop contains a compressed air tank, a long work bench equipped with several types of vises, a drill press, various types of emery wheels, and across the wall above the work bench a tool board fitted with every item from the smallest screw to the largest wrench.

"You can sell tools better also, when you know when to use them yourself," the Schnabels pointed out.

Uniform Parts System

With the "interchangeable labor situation" existing at the Schnabel establishment—the three brothers operate it almost by themselves—every replacement part necessarily has its proper place. Small parts are stored in uniform size glass jars, kept in wall racks, with each jar plainly labelled. This system not only expedites work, it enables the brothers to know when the stock is getting low, so that they can re-order.

Larger parts and fittings are kept in neatly labelled bins.

To the Schnabels, good customer service is the key to good business. And having the necessary parts on hand when they are needed is part of their service. The repair shop is not only a section of their hardware store, it is the *key* department, and one which accounts for a sizable amount of the entire store's profits, as well as increasing sales in other sections of the store.



Effective displays with

HOME-MADE FIXTURES

By L. H. Houck

ALTHOUGH inexperienced in all types of construction and in the use of workshop tools, L. D. Schaperkotter, owner of Schaperkotter Hardware, Columbia, Missouri, opened up his store only six months ago, built the building, installed a power tool shop in the rear, and proceeded to manufacture his own store fixtures and display islands.

The store fixtures are made of plywood and solid oak trim. Seasoned oak was purchased from mills in Arkansas and sawed into proper dimensions, then power sanded in the shop.

The wall fixtures are all of the mobile type and are placed three inches from the wall. The overhang at the top is 27 inches wide, which gives enough room to display wheel goods and other merchandise at an angle. In the display room, which is 32 x 50 feet, this overhang extends along three sides, making 298 feet of display space between the top of the fixtures and the ceiling of the store.

The backs of the fixtures are ½-inch plywood, and each department features a different color in the backs of its fixtures to add contrast to the displays and shelf merchandise. For instance, the background in the chinaware section is old rose, which makes most of the chinaware items stand out. The steel and tool section has a green background, while utensils are displayed against a blue background. This gives the sidewall displays a pleasing effect by relieving them of the monotony that might come from using a single color throughout the store.

The solid oak trim has an advantage over other woods, said Schaperkotter, because it can withstand rough treatment and hard bumps without serious marring or damage. It has a bleached appearance, which was achieved by adding a small amount of cream lacquer to the clear lacquer which was sprayed on as a finish. The finishing process consisted of sanding with a power sander, filling with a good filler, sanding again, and then lacquering with the clear lacquer and cream. Lacquer coats dried within 30 minutes.

A four-inch band around the top in the same blonde finish is ½-inch oak plywood, with the grain running vertically. A half-inch solid oak strip was made and added to each side of the band.

All shelves are adjustable, and all sections can be moved, yet all lower dimensions are identical, so that the sectional idea may be utilized in any future change in fixture arrangements. Schaperkotter contemplates making many such changes, in order to get dramatic display of merchandise.

Large storage space is provided

in the lower parts of each fixture, where sliding doors, finished with the same oak veneer as the top band, make entrance easy and simple. These doors are easily removed and slide on rollers on tongue-and-groove tracks. Complete removal of the doors to stock merchandise is accomplished by pulling outward at the top and bottom.

Center store display islands are arranged so that the storage space may be reached from any side, and displays are designed to show the merchandise from all four sides.

Before building the fixtures, Schaperkotter studied those of all kinds of retail businesses. He visited drug stores, hardware stores, super markets, etc., on the east and west coasts, and studied plans and details of commercial fixtures.

Open Display Emphasized

He then designed fixtures that would permit fullest use of the idea of open display, as well as fixtures that would lend themselves to departmentization and afford appropriate "breaks" in the shelves of merchandise. Open bays with indirect lighting were designed for the gun and fishing tackle department, the tool department, and the household cleaning aids displays.

Though the store has been in operation for six months and volume is higher than expected, new fixtures are being created in the workshop for new departments to be added soon.

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Sales Promotion Program

(*Continued from page* 34)

theme, "Your Home Is Your Castle." This sheet, changed frequently to conform with the seasons, is mailed to selected lists of home-owners. Three days after the mailing, the circular is followed up by a telephone call from one of the store's salesmen. Response has shown that this scheme is pulling in substantial sales whenever it is used. Both inexpensive accessories and complete new sets of fixtures are promoted.

In building his thorough customer relations program, Bowers has not neglected customers' youngsters. Large balloons, imprinted with the store's name, are presented to all children who visit the salesroom with their parents. Outside, at the edge of the 50-car parking area maintained by the store, is a set of playground equipment, where mothers may leave their children while they shop in the store. The equipment serves a double purpose, since the store sells many of the units to interested parents.

The store now occupies a recently enlarged building, comprising 34,000 square feet of floor space, near the Tuscaloosa riverfront—two blocks from the city's main shopping district. A modern showroom and offices occupy 6,000 square feet of the building. Store executives include Mrs. Corinne W. Bowers, vice president; Miss Edith T. Clements, secretary; and John A. Kyzer, purchasing agent.

◆

Fishing Tackle

(*Continued from page* 35)

often suggested as an additional purchase. When a woman buys an item, she is asked, "What about some fishing tackle for your husband? The Fisherman's Calendar says he will need it Saturday."

"Fishing tackle, as well as other sporting goods, sells itself when well displayed," Coleman said. "But we think that good display must be supported with vigorous promotions and demonstrations. We coordinate sporting goods with all other departments, because we feel that our plan of emphasizing fishing tackle and other sporting goods items throughout the store influences customers to look.





Hints to the home-owner boost sales of

PAINT *and* WALLPAPER

WITH just a little effort, the average hardware dealer can increase his paint and wallpaper volume by at least one-third, according to C. Mohler, manager of the Rockville Paint and Hardware Company, Rockville, Maryland. He need do no more than keep abreast of trends by reading trade journals, factory literature, and popular home decoration magazines, he pointed out.

In an area whose population includes 7,500 home-owners, Rockville Paint and Hardware Company has established a reputation for being able to solve almost any home decoration problem, and home-owners daily seek the advice of the store's personnel, as well as its merchandise, in carrying out new home decorations.

"Business is more specialized than it has ever been," Mohler said. "Today, a dealer cannot reach for a can of blue paint and hand it to a customer. He may be asked for misty rose or aquamarine, and he should know how to obtain these colors by properly mixing paints."

So conscientiously has Mohler applied himself to the home-owner's problem, that he is called upon by home-makers' clubs in the county several times a year to lecture on wall finishing, floor finishing, furniture redecorating, remodeling old lamps, picture frame finishing, and other allied decoration problems. Coordinating his work with the county home demonstration agent, he considers his listeners at group gatherings as prospects for professional assistance, many of whom will add to the store's volume and become steady and regular customers.

Armed with sample wallpapers, color charts, attractive modern room arrangements and other pertinent materials, he discusses his subject, using the samples as illustrations. When a lecture is completed, he holds a free discussion period in which listeners may raise decoration problems. Mohler considers each question separately and offers several possible solutions.

Rockville Paint and Hardware Co. invites home-makers to visit the store, where a large assortment of quality wallpapers and paints may help them select the proper materials for their redecoration plans.

"It is impossible to state the exact percentage of increase in vol-

ume resulting from these meetings," Mohler pointed out. "But we do know that some customers turn up even two years later, wanting to know how to go about solving some home decoration problem that we discussed months back."

Recently a customer with a new $65,000 home did not want the standard finishes of shellac, varnish, or lacquer available for her knotty pine walls. Mohler gave her thermetically processed oil wood finish, to which one-half pint of pigmented oil stain was added. Combining some of the standard blends, he then gave her an entirely new color scheme for her home. Having been called into her home, he studied room layout, exposure to light, function of the room, and period style the occupant wanted, and thus was able to work out colors under the precise conditions of each room.

However, Mohler adds this caution: "You instruct the customer. You do no mechanical work for her; you do not provide the labor, even in paint-mixing, for it is better to recognize the limitations of the dealer's role, as compared with that of the professional painter, plumber, etc., in the neighborhood. There would be little gained by overlapping."

When Mohler has given the customer whatever decoration assistance he can offer, he then retires to the background of the store and permits the customer to browse around and study the paints, wallpapers, charts, magazines, and other available aids, with a minimum of interference from the store personnel.

"Salesmanship at this moment should drop to its lowest point," he advises, "for if you let the customer mull over your advice, she will sell herself on a decoration plan."

To carry out this plan, the store has set aside a table that holds several large wallpaper books, a lamp and a large comfortable chair in a quiet spot. Here the customer can look over the material leisurely and make her own decision.

Any dealer, Mohler pointed out, could make home decorating lines as profitable as Rockville Paint & Hardware Company has. For the dealer considering such plans, he has this advice: Wallpaper is definitely a profitable item, provided the hardware dealer carries better quality products, for they give greater satisfaction and make happier customers. An initial inventory of approximately $1,000 should be an ideal set-up for the dealer just beginning the line, and a modern trimming machine, which costs approximately $200, is an essential.

Next, he said, let the neighborhood know that you have competent personnel who are qualified to make suggestions and offer help on home problems in interior decoration. By studying minor repair problems in plumbing and electrical repair, in the same way he has mastered interior decoration, Mohler is able to assist home-makers in these matters also. For example, a toilet flushing apparatus is set up for demonstration in the plumbing supplies section, and here Mohler points out its operation to the customer and is able to identify the problem after the home-maker has re-examined the difficulty in her home.

"Always ask plenty of questions before selling an item that has limited application," advised Mohler, "for it builds confidence and makes a customer appreciate that you are interested in more than just making a sale."

For instance, he said, a customer recently entered his store and asked for a can of wax. Mohler asked how she was going to use it, and asphalt tile was her an-

(*Continued on page* 62)



After salesmen have offered a customer all the decoration assistance possible, they withdraw and let her study and compare wallpapers and color combinations in the place provided for this purpose, left. Below, C. Mohler, manager, believes that better quality wallpapers offer the customer greater satisfaction than inexpensive ones





*Officials of the Southern Wholesale Hardware Association

PALM BEACH CONVENTION

Manufacturers and Wholesalers Meet

PROMISES OF reasonably adequate supplies and of a more realistic pricing structure were given delegates to the annual joint convention of the Southern Wholesale Hardware Association and the American Hardware Manufacturers Association held April 8-12 in Palm Beach, Fla. Once again attendance moved to a new high level, with actual registrations exceeding 1500, and estimated total attendance of more than 1800.

Faced with a new era of controls and regulations the wholesale group heard Fred C. Barksdale, in his president's address, call for the intelligent administration of the regulatory programs that lie ahead.

"No regulation that penalizes the honest and subsidizes the dishonest, and is administered by political favoritism, can succeed," he said. "Let's insist that some degree of common sense be injected into the program ahead . . . Hardware men throughout this land of ours can spearhead a public clamor that will force a return of constitutional government. Prodigal spending on non-defense, particularly socialistic, schemes must stop. Let's demand a return of the kind of political and official morals and integrity and conduct that will once more merit public confidence."

In a similar vein, Dr. William H. Alexander, pastor of the First Christian Church, Oklahoma City, Oklahoma, addressed the first joint session of the associations on Monday night, April 9. Speaking on "Faith and Freedom," Dr. Alexander emphasized that it is time people with Christian principles took a hand in government.

"Washington could well use an army of scrub pails and mops to clean up," he said. "Such incidents as loans to a luxury hotel in Miami by the RFC and a mink coat to a stenographer are no laughing matters, but are cases of thievery from the tax payers. . . "

In a joint session on Tuesday morning, H. B. McCoy, Assistant Administrator of the National Production Authority, assured his audience that despite diversion of materials into defense production, the nation's industrial output should be able to meet civilian needs adequately. "We cannot expect all our needs for goods and services to be met," he said, "and on the other hand we do not expect any severe shortages in most things we need for everyday use. It is certainly our plan to maintain the production of component parts and hardware lines at adequate levels that will fill our defense requirements. . . "

Speaking next on the subject of "Steel for Living and Defense," Charles R. Hook, chairman of the board, Armco Steel Corp., declared that "no matter how difficult the task, steel to defend our freedom and maintain a decent standard of living will be forthcoming in whatever quality and quantity may be necessary."

Mr. Hook cited the steel industry's unceasing search for raw materials and gave encouraging figures on steel and aluminum production. "Our increased capacity," he said, "should enable us not only to maintain defense production . . . but probably meet nearly all non-defense needs. . . "

Addressing a joint session on Thursday morning on the subject of "Government Control of Prices

* Left to right, seated: H. B. Horsey, treasurer; C. E. Nash, first vice president; F. C. Barksdale, president; R. M. Miller, second vice president; T. W. McAllister, managing director. Standing, A. C. Rankin, W. A. Parker and Edmund Orgill, advisory board; C. E. Roberts, new member, executive committee; W. H. Terstegge, R. H. Baker, advisory board, and executive commiteemen J. W. Hasson, C. E. Hamilton, E. F. Flato and H. L. DeLoach. Missing are advisory board members R. R. Witt, W. W. French, H. J. Allison and Mark Lyons.



Fred C. Barksdale
President, the S. W. H. A.

—Plans and Methods," Harold B. Wess, Director, Consumers Durable Goods Division, Office of Price Stabilization, revealed that a general manufacturers' pricing regulation, rolling back some prices that have risen since Korea, is in the immediate future. According to the speaker, wholesalers will be the third industry group removed from the general price freeze.

"These new, more specific regulations soon to come out will better fit the classes of business covered than the general ceiling price regulation and also better serve the interest of equitable price control . . We sincerely hope that when prices have been stabilized we shall need less and less controls."

Concluding the Wednesday joint session, Brig. Gen. Frank L. Howley, formerly Director, U. S. Military Government in Berlin, spoke on "America's Fight Against Communism." Denouncing any further attempts at appeasing Communists, Gen. Howley urged the building of the country's strength to such proportions as to put an end to international banditry. "If we will stop compromising our principles . . . build up our strength so no nation dare practice international banditry, we may well put an end to war for all time and we will certainly put an end to it in our time."

In separate business sessions, the wholesalers heard speakers give consideration to the need for controlling expenses, the problems arising under price controls, and the need for greater selling efforts both on the wholesale and retail levels.

Once again the meeting of the Southern Association's Sporting Goods Division attracted an interested throng on Monday morning. A capacity crowd also returned for a continuation of the session in the afternoon.



Dr. W. H. Alexander

Speakers discussed such subjects as promoting sporting goods distribution through the wholesaler, sporting goods in a war-time economy, and results which wholesalers had obtained from special emphasis on sporting goods. In addition, a number of manufacturers gave their opinions concerning the current prospect for supplies.



George H. Halpin
President, the A. H. M. A.

The Tuesday morning wholesaler session featured discussions of the need for inducing special sales efforts on important items and problems arising under price controls. The Wednesday morning session was devoted to discussion of printing catalogs, selling expense, expense control and the distribution of scarce merchandise.

In its annual meeting on Thursday morning, the Southern Association heard brief reports from H. B. Horsey, treasurer, and T. W. McAllister, managing director of the association, and a discussion of the problem of increasing the rate of stock turn by means of a perpetual inventory system.

The association unanimously adopted the recommendation of the nominating committee headed by W. H. Terstegge, and voted to continue in office the following officers: president, Fred C. Barksdale, Brown-Roberts Hardware & Supply Co., Alexandria, La.; first vice-president, Charles E. Nash, Nash Hardware Co., Fort Worth, Texas; and second vice-president, R. M. Miller, Railey-Milam, Inc., Miami, Fla. Members of the executive committee continuing in office are: H. L. DeLoach, Henderson & Baird Hardware Co., Greenwood, Miss.; C. E. Hamilton, Odell Hardware Co., Greensboro, N. C.; Edwin F. Flato, Corpus Christi Hardware Co., Corpus Christi, Texas, and J. W. Hasson, House-Hasson Hardware Co., Knoxville, Tenn.

C. E. Roberts, C. D. Franke & Co., Charleston, S. C., was elected



Above, a view of the Old Guard dinner. In their annual meeting, members of the Old Guard elected the following officers: L. S. Pickup, president; George C. Barton, first vice president; R. R. Wendt, second vice president. H. A. Taylor will serve as chairman of the executive committee which is composed of the following: F. E. Smith, J. C. Scruggs, S. K. Eaves, W. S. Gardner and R. M. Barnes, who was the new member named to the executive committee



H. B. McCoy

to the executive committee replacing Ralph Speer, Jr., Speer Hardware Co., Fort Smith, Ark., whose term had expired.

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Excerpts from the Address of H. B. McCoy . . . . . .

DESPITE diversion of materials into defense production, the nation's industrial output should be able to meet civilian needs adequately.

"We cannot expect all of our needs for goods and services to be met; on the other hand, we do not expect any severe shortage in most things we need for everyday use. It is certainly our plan to maintain the production of component parts and hardware lines at adequate levels that will fill our defense requirements."

Outlining the development of production and material controls from the conception of the defense program last September to the present, he added, "NPA has not departed from its original policy that controls would be imposed only when necessary—to meet our defense needs on schedule and in adequate volume. The NPA acknowledges that without the very close cooperation of business, it could not have proceeded as far as we have."

He stressed the importance of establishing stockpiles of necessary materials for military defense in addition to steel, and said, "Military requirements for the next six to nine months are now fairly well established. We are now in a position to adopt necessary control measures and allocation procedures designed to carry forward defense production on a systematic basis."

Outlining the necessary allocations for defense and supporting industries, Mr. McCoy pointed out: "After these requirements are met, the balance of our production and distribution for non-defense purposes will be as free of controls as possible. It is not expected that allocations will be made for consumer goods."

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Excerpts from the Address of Charles R. Hook . . . . .

THE EXTRAORDINARY steel production of last year explains why we haven't had any real consumer shortages recently. Some retail dealers even came to realize in the last few weeks that they were actually overstocked. The buying spree that surged up in two or three waves after Korea has again subsided to more normal levels.

The use of scarce commodities is



H. B. Wess

usually associated with the use of steel. Hence, the government found in the last war that it could control the use of the important



Charles R. Hook

key materials just by allocating three products—steel, copper and aluminum. But the basic problem is not entirely our steel-making capacity. No overnight increase in steel capacity would make allocations unnecessary. We have now, or have under construction, all the steel-making capacity we can possibly use, in view of the other necessary resources available to us for steel fabrication.

If the hardware industry must ultimately deal in substitutes for some of the familiar products it has handled, the reason lies in this overall strategic situation that faces us, and not in our steel-making capacity. I wish I could put this message in the hands of every hardware retailer in the nation, so he could tell every customer.

I think we are going to be able to do a lot better than in the last war—both in terms of our total production of steel products for civilians, and in terms of any substitutes we must temporarily develop. We have had some useful experience in making substitutes.



Members of the X-Club meet for their semi-annual luncheon. Edmund Orgill, president of Orgill Brothers & Company, was named Chief X

Direct armament, today may take no more than 10 percent of our output, according to some estimates—although no official pronouncement has been made. Granting, for instance, that over-all rearmament needs, direct and indirect, will temporarily average 25 percent of our total steel output, we shall find that some steel products are drawn on far more heavily than others.

The only positive statement that can be made about the situation today is that no one is to be in a position to get all the steel he wants, can use, or could use. The uncertainty we are now experiencing in steel requirements may possibly continue for the next six to nine months, as the steel to be taken out of the normal channels is on the rise. But it is our expectation, barring all-out war, we shall then reach a temporary plateau of military needs with, thereafter, a possible mild decline to a slightly lower plateau. Sometime next year, we should presumably reach a platform where the military and government need for steel is lower than the peak probably to be reached during this year.

Some of today's apparent scarcities are just the result of maldistribution and bad planning. This needs correction, and is being corrected. Lots of steel today is being immobilized, for example, because government agencies have so far failed in various instances to plan accurately, failed to tie in deliveries with a manufacturer's actual need for current production.

So far as the steel industry is concerned, I speak with personal knowledge. No matter how difficult the task, steel to defend our freedom and maintain a decent standard of living will be forthcoming—in whatever quality and quantity that may be necessary.



Gen. F. L. Howley

Excerpts from the Address of General Howley . . . . .

"IT'S HIGH time representatives of the American people at the conference table grew up to the greatness of this nation, as our soldiers and fighters and industrialists have done."

General Howley gave a graphic account of the steps through which he became completely disillusioned about Russian good will and any chance of working together with the Communists, after the liberation of Paris and the division of Berlin into four zones. He cited personal experiences which led to the belief that the city of Berlin is costing Americans, needlessly, $1,000,000 a day because of conditions forced by the Communists who give no cooperation.

Prophesying more Koreas on a bigger scale if this country "continues to allow these murderers respectability," General Howley said that "Communist Russia and Communist China must be punished. . . . The day Russia is in a position to offset our industrial superiority, the day they can take a chance of successfully using force to gain control of the world, that day Russia will make open war without declaration. They are now making the type of indirect war that suits them. . . If we will stop compromising our principles and build up our strength so no nation dare practice international banditry, we may well put an end to war for all time, certainly war in our time."

Sporting Goods Meetings Attract Large Throng

THE LARGE attendance at the special sporting goods sessions held by the Southern Association on Monday morning and afternoon, April 9, was impressive evidence of the interest of southern wholesalers in the operation of sporting goods departments and in promotional ideas for widening the acceptance of this line among dealers. Both morning and afternoon sessions were presided over by Charles E. Nash, chairman of the association's Sporting Goods Division.

Leading off the morning session was a panel discussion of the subject, "Promoting Sporting Goods Distribution Through the Wholesaler." Participating were a manufacturer, a manufacturer's agent, and a wholesaler.

In his consideration of the subject, A. E. Johnson, Orchard Industries, Inc., cited the tremendous growth in fishing tackle sales and predicted an even further rise as more and more people take up the sport. The speaker explained that when his company was founded in 1946 a first step taken was to select good representatives who knew the wholesale trade and to concentrate the efforts of these representatives on the recognized wholesale distributors, backing these distributors with advertising in trade and consumer magazines.

The success of his company is due in large measure to these sales policies formulated right at the beginning, he said.

With the tackle industry again entering a period of scarcities—while the nation's defenses are being rebuilt—a great, pent-up demand will, in time, be built up. Anticipating this, distributors have increased their orders with the result that manufacturers have not been able to give their usual service, and it is probable that the total output of sporting goods will be restricted considerably.

The speaker expressed the belief that manufacturers could do more in bringing knowledge of their products to the wholesaler salesmen. He explained that at sales meetings of some of the company's



Charles E. Nash



Charles E. Hunter

distributor-customers the company's complete line was presented and the sales and advertising programs explained. By this arrangement, he continued, the wholesaler salesman has a chance to learn more about the product he is selling and in turn will do a better job for the company he represents and the brands of merchandise he sells.

In discussing the subject from the point of view of the manufacturer's agent, Charles E. Hunter, of Memphis, stated the belief that distribution of sporting goods through the wholesaler gives the manufacturer the quickest and most economical way of getting his products on the counters of large numbers of retailers and into the hands of large numbers of consumers. Because of the special emphasis wholesalers are placing on sporting goods it is possible for the manufacturer of a salable product to get his merchandise into almost every good retail outlet in both small and large cities and towns.

"Ten years ago," he said, "many factories I represent were nonexistent, while others were doing a fair business in the South. Today, all of them are doing a steadily increasing volume in the South, with the hardware wholesalers handling a heavy portion of this business.

"If I should pull from my files those 50 accounts which give me the most substantial volume from every line, I would find that at least 40 out of 50 would be wholesalers whose basic line is hardware."

While there are exceptionally good wholesalers among the scattered distributors of tackle in the South, the large number of hardware wholesalers handling sporting goods must be considered the back-bone of the distribution of fishing and hunting lines, because they are the principal source of supply for numerous dealers in this section of the country, he said.

To help manufacturers and to show the strength of wholesalers, he suggested that wholesalers prepare maps of the entire territory covered by their salesmen and that the place of residence of each salesman or the center of the salesman's territory be pinpointed as a means of showing the complete coverage which wholesalers offer.

The third speaker on the panel, W. M. Huie, Beck & Gregg Hardware Co., Atlanta, stated that the distribution of sporting goods through the wholesaler is a three-way street requiring the full cooperation of the manufacturer, his representative, and the wholesaler. It is not enough for the factory and the representative to decide on a distribution policy. The wholesaler must also determine to



A. E. Johnson

do his part of the bargain. It is our job as wholesalers, the speaker said, to make of ourselves such fine outlets that factories will consider us as their best means of distribution.

Establishing a sporting goods department requires preparation, perspective, and sweat. To head up the department, select a good man, preferably one who likes to hunt and fish. Turn the department over to him and let him work out his own plans to develop his stock and buying methods. When practical, work up a catalog and salesmen's catalog pages on the sporting goods department. Factory men can be a great help in planning initial orders and in acquainting salesmen with the selling features of their lines, he said.

For successful relations with manufacturers, the speaker said, wholesalers must give attention to: ample stocks, cooperation on new goods, pre-season buying, loyalty, and aggressive selling.

In an address on "Sporting Goods in a War-Time Economy," G. Marvin Shutt, secretary of the National Sporting Goods Association, stated that hardware and sporting goods are a very normal combination. The speaker cited the growth of the sporting goods industry. The value of products shipped by manufacturers increased from $85,000,000 in 1931 to $354,000,000 in 1947, and this did not include all items such as outboard motors, which today are considered a part of the sporting goods line.

This growth has been general, he said. While in 1931 the sporting goods trade was primarily an athletics equipment industry, with golf supplies leading in sales, by 1947 fishing tackle had taken the lead.

He warned that "conditions are nothing like what they were in 1941 or in any of the war years." Most sporting goods dealers are amply supplied, he said, because everybody thought it was going to be like 1941 and placed larger orders than normal. However, the consumer didn't react in this manner with the result that inventories are heavy, for predicted scarcities haven't as yet developed.

The speaker pointed out that consumers, with less dollars available, are resisting high prices, and that the industry still has a selling job to do.

Stanley Roberts, Jr., of Roberts, Sanford & Taylor Co., Sherman, Texas, led off a discussion of "Results of Special Emphasis on Sporting Goods," with a description of a display trailer used by his com-



W. M. Huie

pany. Built to the company's specifications for displaying sporting goods, the 23-foot aluminum trailer cost $2,500. He cited as adadvantages of a trailer over a bus or panel truck, the absence of maintenance problems and the fact that the interior can be made more attractive. As disadvantages, he pointed to the sizable parking space required by the trailer, the need for a generator to light it and also the necessity of having someone to pull it. The company has a specialty man who meets with regular line salesmen and goes over individual territories with them. The specialty man receives a commission only on merchandise he sells directly.

Continuing the discussion, E. R. Courtney, Watkins-Cottrell Co., Richmond, Va., explained that prior to World War II the company used a display trailer successfully to build sporting goods sales. This was sold during the war years when merchandise was unavailable. When goods became available the company purchased a 36-foot coach—a Displaymobile—valued at $20,000. The coach is driven by a specialty salesman who works closely with regular line salesmen. The specialty man is paid a salary, plus expenses, the speaker said, emphasizing that sporting goods sales have been greatly increased through use of the Displaymobile and specialty salesmen.

John Hunter, Orgill Brothers & Company, Memphis, Tenn., described the sporting goods shows which the company has held for the past several years. In 1950, he said, manufacturers were invited to display their products in individual booths, a system which was beneficial. However, in planning the 1951 show, it was decided to conduct a show tailor-made for the company's stock. No manufacturers or agents directly participated, and the company mounted its own samples and displayed all like merchandise together as a help to their retail customers. This show attracted 25 percent more customers, and the company sold twice as much merchandise and delivered practically all of it. The show was held for a two-week period, enabling general line salesmen to bring in their best customers.

Paul Staake, Florida Fishing Tackle Co., opened a discussion of "As Manufacturers See It" with the warning that in the last war many concerns closed their eyes to good merchandising, but managed to barge through. But a tough competitive period is coming up, he said, and no firm can afford to rest on the prestige built up in the last 10 years. The trade must do a better selling job, must help the dealer do a better job, and must rid itself of a defeatist attitude.

Continuing the discussion, C. A. Williams, The Drybak Corp., expressed the belief that the country is not overbought. His company, he said, was planning to increase production of sporting clothes as far as possible.

Charles Briggs, Marathon Line Co., gave a similar opinion. In a war-time economy, he said, sportsmen will go on demanding sporting goods, and manufacturers, wholesalers and retailers must supply that demand. "I don't agree with the thought," he continued, "that there is too much of everything. It's a good idea to have a little something extra, and this pessimism is overdone." He urged that adequate inventories be maintained and that buyers avoid filling abnormally large orders from retailers.

In a brief statement from the floor, Joe Falcon, Savage Arms Corp., explained that limitation orders on use of metals had forced a cut in production of firearms, but that every effort would be made to make a fair allocation of production.

Wholesalers' Separate Business Sessions

IN SEPARATE business sessions on Tuesday and Wednesday mornings, members of the Southern Association heard discussions on subjects of special interest to the wholesale trade at this time. President Barksdale presided at both sessions, opening the Tuesday morning meeting with the president's address which is summarized on another page.

In a discussion entitled "Inducing Special Sales Efforts on Important Items," R. R. Witt, Builders Supply Co., San Antonio, Texas, stated that it is generally agreed that good times do not make good merchants. "For five years," he said, "we have been selling in a starved market to consumers with bulging pocket books, and super-imposed by a government credit program which permits the purchase of a home with less cash than normally required to buy a lawn mower. Can it be that we have become so busy accepting orders that we do not take time to sell? Let's not permit ourselves to become so content with our total volume that we neglect those items which need special emphasis."



R. R. Witt

The speaker stated that "the best merchandising efforts we were capable of were born during the depression years, when we were forced to think hard and work hard to offer a service which justified our survival.

"First, I would draw a sharp line between those scarce items which the dealers ask for, and the items that need to be sold. Emphasize the latter group in sales meetings. Everywhere our salesmen go the dealers bring up the items they want to buy. We must antidote this by promoting the items we want to sell. Otherwise our salesmen will be less conscious of the items they hear nothing about. We should put a bonus on the items that require selling and less commission on those that sell themselves."

The speaker pointed to this plan as an effective means of moving close-outs and overstocks. "A 50 percent bonus to salesmen will move more merchandise than a five percent confidential from the

price. Cut prices are a substitute for sales effort—not a stimulus."

Another means of accomplishing this is through a schooling program, he said. "Salesmen unconsciously push the items on which they are best informed and avoid the lines they know least about. Furthermore, there is a desirable quality to informed selling. It assures proper use of our merchandise and better satisfaction to the user.

"We should experiment and explore for ways to make our selling more productive for us, more profitable to our salesmen, and more helpful to the dealers we seek to serve."

Price Control Problems

In his talk on "Problems of Price Control," W. A. Parker, Beck & Gregg Hardware Co., Atlanta, Ga., first pointed to a "general feeling that if the administration had done what it could and should to combat inflation at its sources, there would be no need or demand for price controls."

". . . The voluntary freeze of December 19 followed by the heaviest wave of price advances on record and then the compulsory freeze of January 26 left those who honorably complied with the voluntary freeze request operating today at an actual loss or at best no profit.

"There has always been a lag between a change in prices at succeeding levels of distribution, and with the wave of price increases at manufacturing levels just prior to January 26 there has been created a serious situation for wholesalers and an even more serious situation for retailers. It was impossible for wholesalers to follow all the changes or to even know that many existed until too late, and the retailer's situation was even worse."

The speaker stated that in view of the many price increases by manufacturers prior to January 26, the freeze date coming in the midst of these price advances made profitable compliance almost impossible. It was a physical impossibility for the wholesaler to keep up in his catalog pricing department with the announced price changes. Most wholesalers worked diligently at the last to try to get these increases into their catalogs, but because of the staggering number all could not be effected, with the result that on advances which the wholesaler was not able to work into his price structure,



W. A. Parker

such items today have to be sold at reduced profit or no profit and in some cases at a loss. Because of this, some lines will be discontinued and others will be frozen in inventory waiting for relief.

The speaker then outlined the several methods by which a wholesaler must determine his ceiling prices. He explained that Amendment 2, which required that at least 10 percent of a wholesaler's sales of an item must have been made at the higher price during the base period for that higher price to become his ceiling, had been abolished.

Mr. Parker gave consideration to the records which must be maintained. It would seem, he said, that copies of invoices and orders and the regular paid purchase invoice file would meet the requirement that wholesalers must keep available records showing prices charged for all items sold or offered for sale during the base period and also records to establish the latest net cost of such items prior to the end of the base period.

He stated the belief that the wholesaler's base period catalog would satisfy the requirements that wholesalers must prepare and preserve a statement showing the categories of commodities in which deliveries and offers for delivery during the base period were made.

Also, he believed that the wholesaler's base period catalog would meet the requirement that the wholesaler must prepare a ceiling price list showing the commodities in each category of merchandise delivered or offered for delivery during the base period, together with a description of each such commodity and a statement of the ceiling price.



A. C. Rankin

Building a Catalog

The next speaker, A. C. Rankin, Teague Hardware Co., Montgomery, Ala., had as his subject, "Catalog Building with the Multilith Process." Mr. Rankin listed the equipment needed for such an operation along with the cost of individual units. The cost of producing pages after all equipment has been installed, he said, amounts to $2.25 per page.

In the company's catalog department, two full-time operators are used. An assistant buyer is in charge of layout work and is manager of the department, while a lady typist handles the Varityper, or composing machine.

Various department heads furnish the layout operator with the numbers and sizes of the various items they want pages of, and it is left to the layout man to produce them in condensed form with brief descriptions showing weight of the item, how packed, etc.

The speaker indicated that it is important to have the layout man understand in the beginning the pattern or the kind of layout that should be followed. The layout man obtains suitable illustrations of the proper size from manufacturers and arranges them for one or two columns and then confers with the Vari-type operator on the matter of space available for descriptive matter.

Descriptive matter and illustrations are pasted on the layout page which in turn is photographed. This is done by the Multigraph Co., which makes the negatives from which sensitized mats are made. The sensitized mats then are put on the Multigraph cylinder which can print a page at the rate of 5,000 per hour.

Mr. Rankin stressed the importance of having a good layout man, one who could turn out neat layout pages. He explained that a good typist could become pro-

ficient in using the Vari-typer after five or six weeks of practice. And the printing machine could be operated by anyone after two or three days of instruction.

The speaker felt that it would be "most difficult to try to print your pages with any one or two doing part-time work on a catalog. Unless a firm has enough work for two full-time people, our advice would be not to try this process."

In addition to printing catalogs, the speaker explained, this equipment can be used to produce other forms, such as letterheads, statements, receiving sheets, stock sheets, credit memoranda, etc.



Ben G. Cox

Expense Control

Speaking on the subject of "Expense Control," H. E. Colemere, Sr., Watts Hardware and Supply Co., San Antonio, Texas, stated that employment cost is the largest single expense item faced today. This should be controlled, he said, by directive personnel. A key man in each department should be responsible for making the work turnout comparable to the payroll dollar. Mr. Colemere indicated that the use of time clocks in his business served to impress upon the worker the necessity of at least staying on the job the required number of hours.

The trend toward increased employee benefits such as insurance, pensions, shorter working hours, etc., raises employee morale, he said. However, the over-all cost of these benefits should be considered as long-term additional wage expenditure.

Equipment employed should, wherever feasible, be the most modern time and labor saving tools that will provide the business with proven means of cost reduction, he continued. But the speaker emphasized that this should not be accomplished by lowering working capital dangerously to acquire and experiment with every gadget on the market, but by considered plan to get the job done by the most efficient method and at the least cost.

"In our particular case," he said, "we have a printing department currently doing 90 percent of our printing. We feel that this has not only cut this item of expense considerably, but by full time use, the Multilith equipment we use is printing at a minimum expense catalog supplements, advertising matter, etc.

"We have just recently put in equipment known as the punch card system which we use for invoicing and which also is being used in conjunction with our stock record system. We find this equipment not only gets out a neater, more uniform and accurate invoice at greater speed, but it also provides vital, up-to-the-minute sales, cost and distribution analysis for improved internal control."

Mr. Colemere then cited the advantages to be gained in using fork lift equipment in the warehouse and of proper supervision of delivery equipment.

"Sales expense, in relation to the sales dollar," he said, "can be controlled effectively by the sales manager who is provided with up-to-the-minute comparative data, and if other costs incidental to selling are made to pay their own way the advertising and entertaining dollar is returned with interest.

"Communications expense can be controlled to some extent by comparative cost charts of the different methods used, and office guides covering L. D. phone calls.

"Proper control philosophy," he concluded, "presupposes confidence that works both ways. Have confidence in the staff of your organization and specific techniques will naturally develop toward a more perfect control of expenses."

Handling Allocations

In his talk on "Distribution of Scarce Merchandise," Ben G. Cox, Buhrman-Pharr Hardware Co., Texarkana, Ark., stated that "we must all realize that no particular formula will work successfully for each of us. We have different methods of operation due to location, territory covered, freight rates, etc. In so far as Buhrman-Pharr is concerned, our operation, in comparison with some of you, is relatively small so our distribution problem has been a great deal less of a headache.

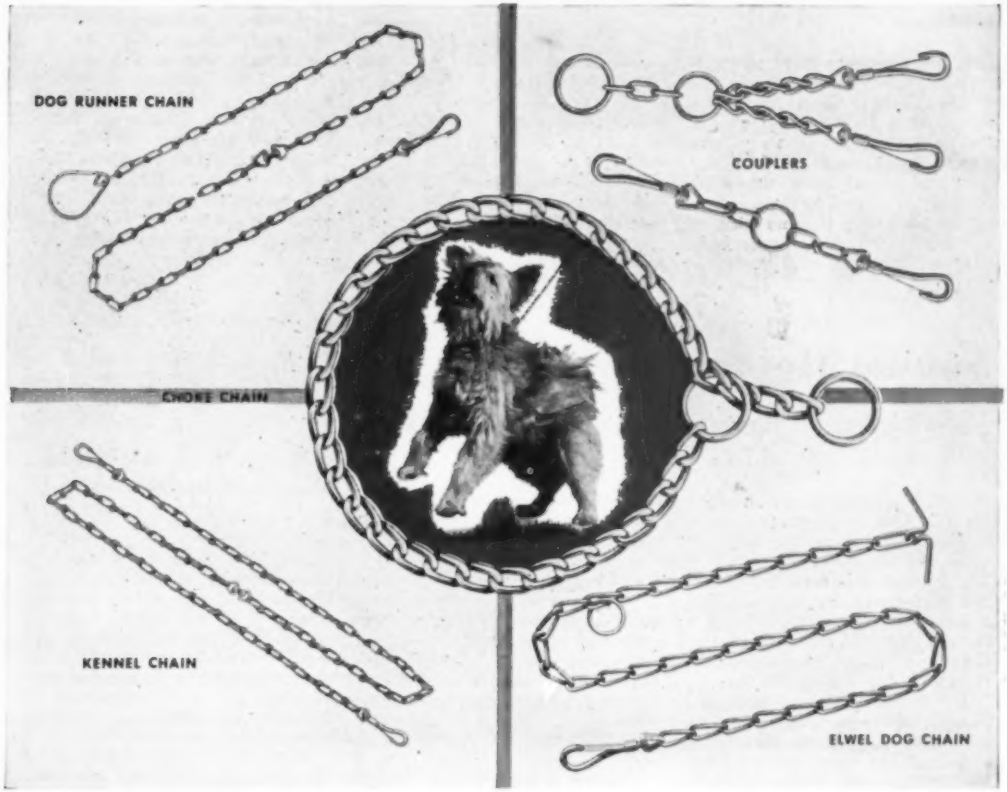
"For example, we have sales meetings held regularly every Saturday, while a great many of you cannot do this because of territorial problems. As a result, we can allocate any critical material almost as soon as it reaches our

(*Continued on page 52*)

Five Were Honored



At a joint session of the two associations on Wednesday morning, April 11, President Barksdale awarded Roll of Honor pins to these four past presidents of the Old Guard. From left to right: M. G. Lipscomb, Cavert & Lipscomb Co.; H. K. Zust, Camillus Cutlery Co.; C. L. Peterson, Peterson & Lowe Co., and C. R. Eaves, C. R. Eaves & Co. A fifth pin was sent to the widow of the late B. E. (Bernie) Strader, Remington Arms Co., a past president of the Old Guard who passed away in January, 1949



DOGS make good chain customers

Dog chains are "in season" the year 'round. Every owner of a dog is responsive to your suggestion that he buy a chain for it. • Your AMERICAN CHAIN distributor offers you just about every kind of dog chain there is, made of good strong Tenso or Elwel twist link welded chain. • A good assortment of dog chains, well displayed in your store, can be a good source of year-round profit.

AMERICAN—THE COMPLETE CHAIN LINE

AMERICAN CHAIN DIVISION makes all types of electric welded and fire welded chain; all types of weldless chain made of formed wire or stampings; a complete line of chain fittings, attachments and assemblies, repair links, cotter pins, hooks.

Ask your AMERICAN CHAIN Distributor about Dog Chain Assortments . . . also the popular ACCO-PAK and SALESMAKER

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AMERICAN CHAIN DIVISION
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AMERICAN CHAIN

TRADE MARK

In Business for Your Safety

warehouse. We make this allotment to our salesmen and they in turn are given complete and full authority over the allotment.

"On the other hand, I am quite sure that a distributor having a great deal more territory and many more salesmen than our company would have the same problems on a greater scale.

"We all know that no plan of allocation will keep everybody happy. Everybody will feel that he deserves more. However, we are endeavoring earnestly to assure that each customer gets fair consideration from us. We will not forget our old friends by using scarce merchandise to buy a new account. In general, it will be our policy to be guided largely by the advice of our salesmen, who have had long experience with their customers. The salesmen's recommendations will be subject to approval by company officials."

Annual Meeting of the Southern Association

THE FINAL business session of the Southern Association on Thursday featured reports of officers and committees, election of officers and discussion of a number of topics of interest including a formal talk on "Maintaining a Normal Five-Time Stock Turn," by Robert H. Baker, Fones Brothers Hardware Co., Pine Bluff, Ark.

T. W. McAllister, managing director of the association, gave an informal report on association activities. The report listed a number of additions to the membership during the last year.

A report by H. B. Horsey, treasurer of the association, revealed that the association again added a substantial amount to its surplus during its last fiscal year.

In his talk, Mr. Baker stated that without proper inventory control, a good business can become unprofitable due to losses suffered on excessive or unbalanced inventories and to lack of sufficient goods in stock. After investigation of numerous stock control systems, the speaker said, his company became convinced that only a perpetual inventory and stock control method could meet its requirements. Since the installation of this system, he explained, shortages have been reduced from nine to 10 percent to less than two percent of sales. Overstocks have been kept to a minimum and the result has been an approximate reduction of 25 percent in the inventory, an increase in stock turn of more than two times, a better-balanced stock of merchandise and greater customer satisfaction.

Mr. Baker described the mechanics of the system used in his company and stressed the savings that are effected when stock turnover is increased.

A. C. Rankin, Teague Hardware Co., Montgomery, Ala., chairman of the association's catalog committee, reported that much progress was being made in persuading manufacturers to standardize page sizes and sizes of illustrations. However, he urged association members to continue to keep manufacturers informed on this subject.

Coming in for informal discussion were the subjects of manpower, inventory control methods and wage controls.

President Barksdale explained that one of the problems that faces association officials is that of selecting a suitable place to hold the annual convention. Because of the size to which the convention has grown it has become difficult to find any city in the South which has adequate hotel facilities.

W. H. Terstegge, heading the nominating committee, presented the committee's report at this session, it being unanimously adopted.



R. H. Baker

Fred C. Barksdale was continued in office as president for a second term, as were Charles E. Nash, first vice president, and R. M. Miller, second vice president. C. E. Roberts was named to the executive committee, succeeding Ralph Speer, Jr., who had served the three full years which are permitted by the by-laws.

The executive committee, in a brief session immediately following the association's annual meeting, by unanimous vote re-elected T. W. McAllister as managing director and H. B. Horsey as treasurer.

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Excerpts from the Address of President Barksdale . .

FOR MORE THAN half a century this organization has been a potent force in the steady climb of the hardware industry to a high standard of business practices and integrity. It has steadily worked to improve quality, methods and trade customs. Results are reflected in better values and service to the public, as well as greater rewards to all levels of production and distribution.

With this cursory outline of its background, it becomes my duty to report on events affecting your association and its problems during the past year.

At the formal winter meeting of your executive committee in December 1949 each member had estimated his business volume for 1950 as compared with that of the year just closing. The average estimate of the 18 men present was minus 8 percent. Competition was appearing again. Then a few months later, hell broke loose in Korea. Once more demand leaped ahead of supply. Renewed feverish buying developed. As a result the same men who, a year earlier, had predicted an average decline of 8 percent in sales volume, wound up with an average increase of a little more than 22 percent, due both to more unit sales and to higher prices.

And now the defense program puts increased upward pressure on both prices and demand. And the natural law of supply and demand will, in the end, prevail in spite of artificial and impossible methods to amend it. The very word "controls" is obnoxious. But whether

(*Continued on page 64*)



JUSTRITE

Special

FATHER'S DAY PROMOTIONS



NATIONAL ADVERTISING

As part of the year-round consumer advertising program on JUSTRITE flashlights, the JUNE issues will carry special FATHER'S DAY promotions. Cash in on this extra push by stocking up now.

POINT OF SALE DISPLAY MATERIAL



Yellow-Flash-8

MOST POWERFUL FLASHLIGHT MADE ... with a Quarter Mile Beam!



LANTERN MODEL with stand. (#2198) $4.45 less batteries.



HEADLIGHT MODEL (#1958) $4.95 less batteries.

HERE'S THE BRIGHTEST NEWS YOU'VE EVER HAD!

The brand new, SUPER POWERFUL "Yellow Flash 8" is FULL of sales getting advantages — and EXTRA PROFITS for you! Imagine! A flashlight only 8" in overall length . . . yet it throws a beam 2,500 feet! It's compact, lightweight, and handy for all flashlight uses. Adjustable head, folding handles. Rustproof metal, highly polished chrome plate and yellow and gray enamel give it beauty as well as utility.

Uses *eight* standard flashlight batteries (MORE SALES for you), or 6-volt lantern battery for extra long economy service.

Year 'round national magazine advertising, tie-in point of sale display material and world wide acceptance of JUSTRITE *PLUS* the exclusive features of the new "Yellow Flash 8" mean increased sales for you!

JUSTRITE MANUFACTURING CO.
2061 N. SOUTHPORT AVE.
CHICAGO 14, ILL.

IMMEDIATE DELIVERY from your jobber

Washington News

. . . . . Orders, Regulations, Priorities

Margin Freeze Placed On Some Hardware Products

BY A NEW amendment to Ceiling Price Regulation 7 the government recently lifted the price freeze on approximately 76,000 more retail stores. The amendment affects a number of products sold by hardware stores including: radios, television sets, sporting goods, clocks and watches, china, kitchenware, luggage and bicycles.

The new amendment, Number 2, freezes the markup which dealers placed on these items at the exact percentage it was on March 31.

Retailers of the types of merchandise covered by the amendment must prepare charts showing the cost, the selling price and the markup in effect for each of the items on March 31, 1951, the "list date" for the new items.

Retailers were directed to file this chart by April 30 with the District Office of Price Stabilization. None of the items may be sold after May 30 unless the seller has received acknowledgment of the filing of his chart from the Office of Price Stabilization.

◆

Aluminum Use Placed at 65% of 1950 Base Period

MANUFACTURERS OF products containing aluminum will be permitted to use 65 percent as much aluminum as they used in the average quarter of the first six months of 1950. This NPA order, amending M-7, became effective April 1 and provides for the same rate of use in effect for March.

Previously, the NPA had prohibited the use of aluminum in a long list of "less essential" items including numerous hardware products.

The current amendment provides some relief. Manufacturers with aluminum in inventory on April 1 may continue to manufacture "less essential" items provided the aluminum in inventory on that date is wholly unsuitable for the manufacture of items not classified as "less essential."

◆

Forms Available for Reporting Wage Raises

PRINTED FORMS for reporting wage and salary increases under General Wage Regulation 6, along with instructions for completing the form, have been released by the Wage Stabilization Board.

The blank forms and instruction sheets are available at all regional and district offices of the Wage and Hour Division of the U. S. Department of Labor.

◆

Steel Use for Consumer Durables Cut 20% . .

MANUFACTURING OF a long list of consumer durable products, effective April 1, faced a 20 percent cut in steel.

NPA order M-48 provides that manufacturers of furniture and fixtures, utensils and cutlery, household appliances including radio and television sets, sporting goods, toys, games, etc., will be permitted to use 80 percent as much iron and steel in making these products as they used in the average quarter of the first six months of 1950.

◆

Standard Size for Nail Kegs Recommended

A PROPOSED simplified practice recommendation covering a standard height for wooden nail kegs has been submitted to the producers, distributors, users and others for comment or acceptance, the Department of Commerce reported recently. The need for a standard height for nail kegs to facilitate stacking and storing of nails was pointed out by a prominent hardware dealer to the department's Commodity Standards Division. A standard height of 17 inches is recommended.

◆

Controlled Materials Plan Effective July 1 . . . . . .

A CONTROLLED Materials Plan, similar to that used in World War II, and designed to channel scarce steel, copper and aluminum to defense and essential civilian industries will go into effect on July 1.

The CMP will set aside specific quantities of steel, copper and aluminum, for defense. That quantity of metal in excess of defense needs presumably could be used in the continued production of consumer goods.

Some 131 industries have been asked by the NPA to file reports on future needs of the three metals.

◆

New Ruling for Producers of Insect Wire Screening .

THE NATIONAL Production Authority in order M-42 has ruled that producers of insect wire screening are not required to accept DO rated orders for shipment in any one month in excess of 10 percent of their schedule of production of wire screening in that month.

Because most of the military orders were placed with three or four manufacturers out of a possible 15, the few who received the military orders were unable to supply their regular customers, while others were able to maintain normal shipments. The new ruling will assure more equal distribution of DO orders among producers.

The NPA pointed out also that because wire screening is important in safeguarding health, it is desirable that civilian orders should be disrupted as little as possible.

PROVED WASHABLE...

PROVED PROFITABLE!

Patterson-Sargent

FLATLUX



AMERICA'S FASTEST-SELLING FLAT WALL PAINT

Made with Oil!

Hop on the Patterson-Sargent bandwagon now and let BPS Flatlux lead the way to bigger, juicier profits! Made with oil and in the smart decorator colors your customers demand, BPS Flatlux is washable, durable, easy to apply. Above all, BPS Flatlux is a money-maker . . . a fast turn-over paint that's ringing cash register bells all over America. And remember . . . all profits are yours under a BPS Protected Territory Franchise. By all means, look into it today!

NO OTHER PAINT LINE OFFERS SUCH CONSISTENT PROFITS!

THE PATTERSON-SARGENT COMPANY

CLEVELAND • NEW YORK

THE PATTERSON-SARGENT COMPANY
1325 East 38th Street
Cleveland 14, Ohio

Please send me full facts on BPS Flatlux and your Protected Territory Franchise!

Name_____

Address_____

City_____ State_____



New officers of the Missouri Hardware Association are, left to right, front row: Wm. Ehlen, president; Shelton Thomson, vice president, and A. Simon, director. Standing: Harry Scherer, executive secretary; Carl I. Hanneke, past president; E. L. Dunlop and Francis Knollmeyer, directors

Missouri Convention

A RECORD-BREAKING attendance at the 1951 convention of the Missouri Retail Hardware Association in St. Louis, March 6-8, seemed to indicate the interest of hardware retailers in the future of business under new taxes and war controls. It was estimated that the highest percentage of membership in the 52-year history of the organization was in attendance.

The 36th annual hardware show was held in conjunction with the convention, and it also topped records in the number of booths on display.

Highlight of the first day's program was an address on the "Life of a Hardware Man" by J. D. Reynolds, president of the National Retail Hardware Association. Mr. Reynolds described the ups and downs of the hardware business from early days to the present, including government control and taxation obstacles.

Carl I. Hanneke, president of the state association, gave the annual president's address, and Dr. Richard Raidenbach, Washington University, discussed "Modern Merchandising Methods."

Colonel George E. O'Connell, general sales manager of Swing-a-Way Products, spoke on "You and the Koreans," giving listeners an insight into the personal characteristics of the Korean people from first hand knowledge. His discussion did not concern the present war in Korea, but outlined living conditions, illiteracy, and general character of the Koreans.

Art Briese, Little Rock, added an humorous touch with his address on "The Humorous Side of the Hardware Business."

Fair Trade Discussion

Surprise speaker for the occasion was Dave Moltrop, who was visiting the leading Missouri cities in the interest of helping attract new industries to the state, which is one of the three now without a fair trade law. Mr. Moltrop said that such a fair trade law would attract more industries to the state and give better protection to the buyer, retailer, and manufacturer. He emphasized that there was no conflict between fair trade laws and the anti-trust laws and quoted Justice Brandies, who ruled that allowing industry to establish a minimum retail price for something it owns and has trade-marked needs retail price control to insure lasting quality. He also outlined the differences between agreements that violate anti-trust laws and fair trade, emphasizing that fair trade is competitive and forbids collusive pricing and that violations are controlled by the courts alone.

Other Speakers

On the last day of the convention, T. L. Gaukel, manager of the St. Louis Federal Security Agency, briefed the assembly on the new social security rules, regulations and benefits, while Dr. Charles Lapp, Washington University, spoke on "Handling Store Personnel" and gave information obtained by visiting a large number of retail hardware establishments to observe methods of employed personnel.

Convention sessions were confined to mornings, so that members may visit booths the remainder of the time. Booths opened at noon and remained open until 10 o'clock at night, except on the last day.

New Officers

Newly-elected officers are: Wm. Ehlen, Lemay, president; Shelton Thomson, Cardwell, vice president; A. Simon, St. Louis, director; Harry Scherer, executive secretary; E. L. Dunlop, Bowling Green, and Francis Knollmeyer, Linn, directors.

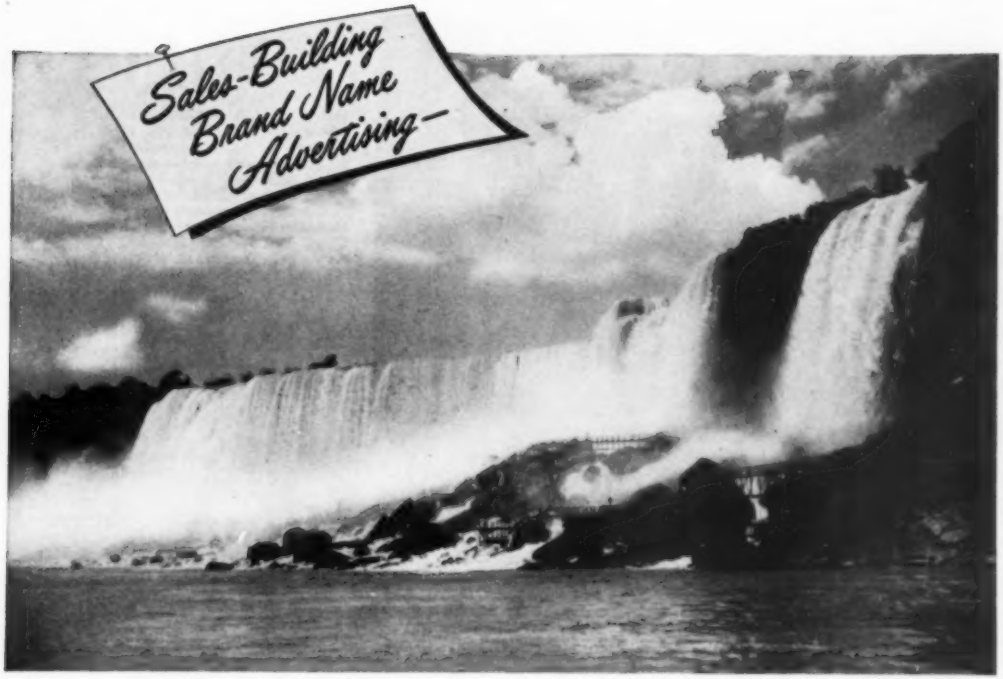


Photo by Ewing Galloway

Are you letting this power flow over the dam?

Every year American manufacturers of brand name goods back up their products with a powerful stream of advertising messages.

This advertising goes into magazines, newspapers, outdoor boards, transit space and radio and is read and listened to in every city and hamlet in the nation . . . creating immeasurable buying interests and desires.

Some retailers are astute enough to harness this tremendous power to their own sales turbines by letting it be known that the advertised brands can be had at their stores.

But others let this power flow over the dam without hitching their turbines to this mighty cataract . . . and miss a big opportunity.

They overlook the fact that the brand tide is on the rise everywhere and that the unknown product is becoming increasingly difficult to sell. During the war the American people had sad experiences with substitutes. They want no more.

But in addition to the fact that name products by famous makers outsell "unknowns" nine times out of ten, brand lines have other healthy effects on your balance sheet. For example:

1. Pre-sold by maker's advertising, well-known brands require less sales effort in the store.
2. Repeat demand levels off inventories and results in fewer markdowns.
3. Manufacturers with investments in public good will are quick to make adjustments on unsatisfactory goods.
4. Famous brand names have more compelling display value in your windows, and bring people into your store.
5. Because honored brand names enjoy national prestige they supplement the merit of your own good name.
6. The manufacturer of widely advertised brands is equipped to assist you with nationally tested selling methods, developed through his nation-wide experience in many different localities.

Why let the store traffic that can be yours go down the street to other stores? Why waste the business building force of the advertising dynamo? Build a reputation as famous brand headquarters and ride the tide to greater volume.

Brand Names Foundation
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 119 WEST 57th STREET, NEW YORK 19, N. Y.



Newly-elected officers of the association are, left to right: Clayton J. Borne, director; W. D. Judlin, vice president; M. T. Ward, director; Past President J. A. Sibley, director; Howard J. Cornay, president; David O. Mansfield, secretary-treasurer; C. H. Hatfield, director; C. F. Averette, director; G. G. Gardiner, director

Louisiana Convention

DELEGATES to the 34th annual convention of the Louisiana Retail Hardware Association in Lafayette, Louisiana, March 11-13, joined with speakers in blasting co-ops and other tax-free groups and resolved that the association provide its members with information so that they can go before their home civic groups to get support for the association's drive for equal taxation.

The discussion centered around co-operative enterprises that are formed on low-interest government loans. It was mentioned that with this low interest rate and a tax immunity, the co-ops can wreck the business of an individual hardware dealer, or other concern, by low prices through low costs.

Visiting hardware men were welcomed by Mayor Ashton P. Moulton of Lafayette. At the first business session, they named P. W. Bordelon, of Abbeville, as candidate for a post on the National Board of Governors of the National Retail Hardware Association. He will vie for the district post in the final balloting at the Detroit national convention in July. The local district is composed of Oklahoma, Texas, Arkasas, Louisiana, and parts of Arizona and New Mexico.

Glendon Hackney, editor of *Hardware Retailer*, told delegates that they could solve their individual problems by studying and following new methods of doing business. He stressed advertising, window displays and sales discussions. He also discussed equal taxation and the supposed advantage tax-free co-ops have in business competition. His talk was followed by a tax discussion and the resolution to unite in a drive for tax equalization.

Also included in the tax equalization blasts was the tax immunity enjoyed by churches on their property holdings, as well as many school projects not directly in the educational field.

Vance Fry, attorney for the Office of Price Stabilization of New Orleans, pointed out that the price freeze is only a temporary measure until flexible controls can be set up for individual industries. A discussion of the provisions of the recent governmental price ceiling legislation followed his address.

An unexpected speaker for the occasion was Joe Pitts, president of Brown Roberts Hardware & Supply Co., Alexandria, who had just returned from Washington. He explained the MRO priority regulations to members and strongly advised them to get certifications when possible for all purchases of supplies and equipment, so that they would be able to have their supplies replenished by the wholesaler. He displayed and explained the MRO form and answered various technical questions about procedure.

John C. Hustmeyer, a representative from the Hardware Mutual Insurance Corp., explained the advantages of group hospitalization.

Louisiana Secretary of State Wade O. Martin, Jr., of St. Martinsville, spoke on "America—Our Heritage," and outlined to members what life would be like if the United States were to be taken over by a totalitarian system similar to "what the Russians have in Russia today."

The freedoms we now enjoy would become extinct, he warned, and advised members to "preach and live Americanism in your own backyard, teach your children the advantages of your heritage, and teach them the importance of preserving it."

Howard J. Cornay, of the Lafayette Home Supply Co., Lafayette, was elected president of the association, to succeed J. A. Sibley, of Sibley's, Bossier City. W. D. Judlin, of Peter Judlin, Inc., New Orleans, was promoted from board member to vice president, and David O. Mansfield, of Jackson, Miss., was re-elected secretary.

Members of the board of directors are: Clayton J. Borne, C. J. Borne, New Orleans; J. A. Sibley; M. T. Ward, John W. Ward Hardware Co., Alexandria; G. G. Gardiner, Dixie Hardware Co., Crowley; C. F. Averette, Averette Paint & Hardware, Baton Rouge; and C. H. Hatfield, Hatfield Hardware & Lumber Co., Winnsboro.

"HANDY COILS"

Now in NEW 2 in 1 Package



It's a **COUNTER DISPLAY!**

It's a **SHIPPING BOX!**

1/4" 5/16" 3/8" 1/2" dia.
100 ft. connected coils.
Approximately 15 lbs. of rope in each box.

Handy Coils of "American Brand" Pure Manila Rope have set a new fast pace in rope merchandising. Jobbers and dealers have stepped up their volume and profit—in Handy Coils (and in large coils).

Now, Handy Coils come to you mill-fresh in factory-sealed boxes. The box opens into an attractive counter sales display. There's worthwhile volume in small-size ropes—and Handy Coils are the best way to get it. Write for complete information and delivery schedules.

Specify **"American Brand" Pure Manila Rope** *when you buy full coils.*

American Manufacturing Company, Brooklyn 22, N. Y.

ROPE • TWINE • OAKUM • PACKING • CARPET AND ELECTRICAL YARNS

Branch Factory: St. Louis Cordage Mills, St. Louis 4, Mo.

SALES OFFICES: BOSTON • CHICAGO • HOUSTON • NEW ORLEANS • PHILADELPHIA • SAN FRANCISCO

AMERICAN MANUFACTURING CO.
Noble & West Sts., Brooklyn 22, N. Y.
S.H.

Please send complete information about HANDY COILS, "American Brand" Pure Manila Rope in the New 2 in 1 Package.

Name_____

Company_____

Address_____

City_____

Zone_____ State_____

Virginia Convention

MORE THAN 500 delegates attending the 32nd annual convention of the Virginia Retail Hardware Association in Roanoke, March 27-29, voted to ask Congress to make tax-free institutions begin paying their fair share of the tax burden.

The hardware men also passed a resolution calling for dissolution of the Reconstruction Finance Corp. and use of RFC funds to reduce the public dept.

Joseph F. Leopold of the National Tax Equality Association, Dallas, Texas, roundly denounced tax-free institutions, which he said now own about one-fourth of this country's businesses. "Legally, tax-free agencies own and control more than $150 billion," he declared. "I don't like it. In 10 years more, they'll own half of it."

Quoting Dr. Glenn Saxon of Yale University, Mr. Leopold said that in Manhattan, 59 percent of the real property is owned by tax-free institutions. In the other five boroughs, the percentage is 47. The Treasury will lose more than a billion dollars in taxes this year, he pointed out, unless tax-free organizations are made to bear their fair share of taxes.

"At a time when $10 billion to $20 billion of additional tax revenue is sought to pay for defense and war preparations, there is less excuse than ever for permitting this amount of money to slip through the tax collector's fingers," he concluded.

Speaking on "Are You an Efficient Manager?" Harry A. Harlan of the National Retail Hardware Association told delegates of various accounting, financial and statistical services now available to local associations.

Other speakers included Louis P. Shannon of E. I. DuPont de Nemours & Co.; Max Miller of Streater Industries, Spring Park, Minn.; and Clem D. Johnston, president of the Roanoke Public Warehouse.

The convention ended with a banquet and dance. Speaker for the banquet was Dr. Walter A. Flick, head of the psychology department of Washington and Lee University.

Hardware manufacturers from all over the United States displayed exhibits at the American Legion Auditorium, in conjunction with the convention.

Newly-elected officers are: W. L. Heartwell, Jr., of the Thomas Hardware & Furniture Co., Lawrenceville, president, to succeed J. B. Carpenter, Central Hardware Co., Culpepper; C. A. Hobert, Coiner's Department Store, Berryville, vice president; and George Omohundro, Jr., Omohundro Hardware Co., Scottsville, re-elected secretary-treasurer.

Charles K. Lorraine, Richmond, was elected to the board of directors. Re-elected to the board were: E. C. Wine, Harrisonburg; J. Fred Cook II, Waynesboro; J. A. Lindamood, Jr., Wytheville; Irving Blanchard, Portsmouth, and George A. Carter, Danville.

◆

New Rural Market

(*Continued from page 37*)

we continued expanding our stock to include these supplies. We don't have a large contractors' trade, but we do have a steady trade from the home-owners and small builders in the area."

This rural area is comprised of home-owners with at least one-half acre of land, and some with much more. Most of the residents have a few chickens, a horse, cow or pig. Many have riding horses which they exhibit at the nearby Ravenswood horse show. The majority of the residents are employed by the government and enjoy their land and homes over week-ends and after working hours.

Including dog and bird feed, items which bring customers back into the store again and again, Star Supply realized a $25,000 volume in assorted feeds alone. From March until July, the store's heaviest sales are in fertilizer, garden tools, lime, grass and vegetable seeds, etc. These lines are promoted by hand bills and direct mail in the early spring. Since most of the residents care for their own homes and lawns, the store rents lawn rollers, lime spreaders, post-hole diggers, sanding and polishing machines, electric drills, sharpening tools, etc.

Since adding cement, ready-mixed mortar, builders hardware, moldings, finished millwork, lumber, plywood, etc., Star Supply Company has added a wing to its original building in which to store such materials. Now the hardware store contains 60 x 60 feet of space, the wing 30 x 20 feet, and the lumber shed 40 x 25 feet. In 1949, building supply volume amounted to $45,000.



Left to right: George Omohundro, Jr., re-elected secretary-treasurer; J. B. Carpenter, retiring president; and W. L. Heartwell, Jr., newly-elected president of the Virginia Retail Hardware Association

Recommend and Sell

DURALL

America's Fastest-Selling ALUMINUM TENSION SCREEN

over 2,000,000 now in use!



REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

NATIONALLY ADVERTISED



Each Durall screen is attractively packaged in an individual, compact container — handy for storage!

SEND COUPON TODAY!

NEW YORK WIRE CLOTH CO., Dept SH-5
445 Park Avenue, New York 22, N. Y.

Please send me:

- ☐ Full information about DURALL
- ☐ Free newspaper mats, folders, etc.

Name .....

Address .....

City ..... State .....



-DON'T BLAME YOUR DISTRIBUTOR!

Your distributor is a mighty fine gent, as you know, or you wouldn't do business with him. He'll turn handsprings to supply you with the items you need.

But today he has trouble getting everything you want. Right now, for instance, the defense program is taking a lion's share of the country's fastener production——so "shortages" develop in some lines.

Lamson & Sessions is working at top capacity to keep its distributors supplied. So please be patient. If you can't always get all the bolts, nuts and screws you need, remember, your distributor—and Lamson—are doing the best they can.

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham



In addition to its wide selection of building materials, the store is able to offer help to customers in their construction problems. Given the size of the building to be constructed, it can advise the customer on the kind and amount of material needed.

Star Supply Company caters to the needs of its particular customers in more ways than just finding the special merchandise the area is interested in. On week-days the store remains open until 7 P.M. for those who wish to shop after working hours. On Saturday evenings, it remains open until eight.

It is also the practice here to gladly refund money on any item which is unsatisfactory to the customer and to permit customers to browse around in the store without approaching them to offer assistance. Delivery service is offered free, and the store is proud of the prompt service it offers in deliveries. Same-day delivery is offered if the call comes in by noon, and on building materials delivery is made within 48 hours.

If he were to build his store again, Deaver pointed out that he would set it farther back from the highway. His present 60-foot parking space is not sufficient, and he feels that with the difficult parking conditions today, the suburban store with plenty of parking space holds an advantage over the store in town. Also, another problem he hopes to solve is that of keeping the store free of dust from cement and similar items. The solution lies in placing these items in the rear of the store, gaining access to them from an approach in the rear, rather than through the main aisles of the store, he said.

◆

Paint and Wallpaper

(*Continued from page 42*)

swer. He told her that it was not applicable to asphalt tile, and pointed this fact out to her in the small print on the can. Since then, the customer has come in with other inquiries that have meant sales.

This firm keeps its neighborhood informed of its home services through county and city newspapers and by means of direct mail. Monthly envelopes go out filled with factory literature, and include reminders of the store's help in minor plumbing, electrical repairs, and home decoration problems.

"PEE-GEE SEALKOATT is the best product we have yet discovered for sealing hot spots in new plaster walls"



. . . says Mr. C. A. Culbreth, Vice President of Hodges Builders Supply Company, Albany, Georgia. Pee-Gee dealers for 30 years

. . . and SEALKOATT *is* a great primer-sealer, transparent *or* pigmented

SEALKOATT HAS:

1. Terrific sealing power
Wait until you see how this new product seals over porous gypsum wallboard, spotted-up nail holes, and all kinds of dry wall construction! It took ten years to develop, but we're sure you'll agree it's way above anything you've used before.

2. Exceptional film holdout
A highly important improvement . . . due to the outstanding self-sealing quality. This solid film-building feature results in perfect two-coat jobs, even where deep-tone Flat finishes are used over Sealkoatt.

3. Superior brushing quality
The best we've ever seen in any brushing sealer . . . and that covers a lot of brushing experience!

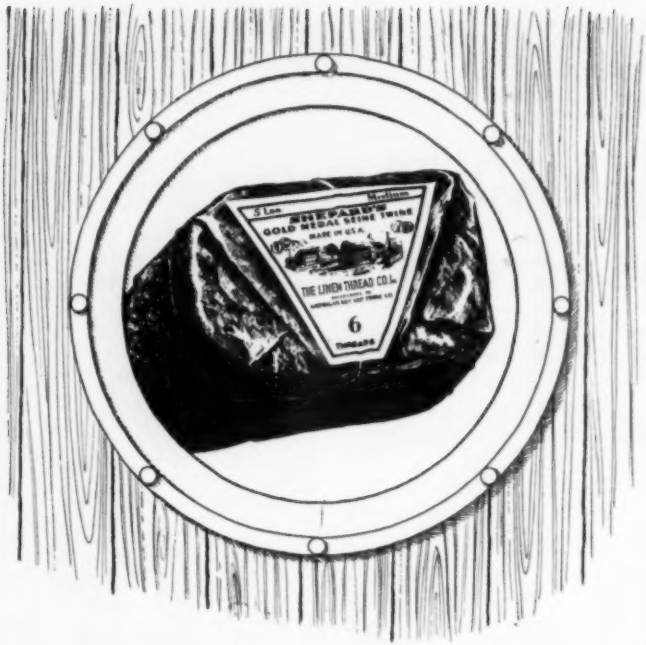
4. Nearly twice the hiding power
. . . based upon an average of well-known sealers (including some previous Pee-Gee products)!

And just to add some good measure, new Pee-Gee Sealkoatt has better wet edge, drying power, alkali resistance and resistance to top-coat solvents!

Your customers will thank you for showing them the superiorities of Pee-Gee Sealkoatt. It's great!



PEASLEE-GAULBERT PAINT & VARNISH COMPANY
223 N. 15th Street, Louisville, Kentucky
Serving the South Since 1867



THIS IS THE TWINE
YOUR CUSTOMERS TRUST

Fishermen choose Gold Medal Seine Twine because it's the quality twine they know they can depend on. For generations they've used it because Gold Medal Seine twine ties right, hangs right and fishes better.

You can sell it with confidence because:

1. ***Gold Medal is made from specially selected, long staple cotton, carefully spun and skillfully twisted.***
2. ***Gold Medal Seine Twine is the same twine used in famous Gold Medal netting.***
3. ***Fishermen know the name and label.***

So if you want always satisfied customers—repeat customers—stock and push Gold Medal Seine twine.

Gold Medal

QUALITY SEINE TWINE

THE LINEN THREAD CO., INC.
(Successor to American Net and Twine Company)
418 Grand Street, Paterson 1, N. J.

Chicago 10, Ill. • New York 17, N. Y. • Boston 10, Mass. • Baltimore 3, Md.
San Francisco 5, Cal. • Gloucester, Mass.

Barksdale Address

(Continued from page 52)

we like it or not, some controls are perhaps necessary for the over-all good of the nation.

Defense mobilization chief Wilson has abundantly demonstrated his ability as a leader. He has a tough and thankless job. And he needs and must have public cooperation. So, let's dedicate the hardware industry to the winning of this war and the prevention of other outbreaks of perhaps greater proportions.

Now, that doesn't mean that, to get us out of this nauseating mess, we must give a free hand to those who got us into it. We can best help Mr. Wilson by vigorously protesting any effort to hamstring him with political appointments and by insisting that he be given only necessary, fair, sane and non-political regulations to administer.

No regulation that penalizes the honest and subsidizes the dishonest and is administered by political favoritism can succeed. Such an irresponsible and brazenly politicalized set-up is more ignominous in the eyes of a freedom-loving people than is a righteous protest against it. Let's insist that some degree of common sense be injected into the program ahead.

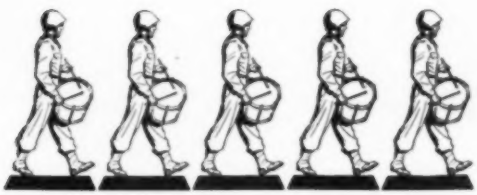
Two years ago at this convention, a distinguished educator and economist expressed fear that our country could not weather another crisis and still preserve the freedom and traditions that have made America the envy of the rest of the world. Well, the crisis is here. And communism from without, as threatening as it is, does not constitute our greatest danger. Of course, we've got to win this war.

Freedom to plan and freedom to put plans into working practice, freedom to think and say and do what one pleases, except to encroach upon the freedom of others, are the very economic vitamins that stimulated the growth and development of America into the mightiest nation on earth.

The question is no longer what can we do, but what we must do. Hardware men throughout this land of ours can spearhead a public clamor that will force a return of constitutional government. Prodigal spending on non-defense, particularly socialistic, schemes must stop. Let's demand a return of the kind of political and official morals and integrity and conduct that will once more merit public confidence.

ATKINS

marches on with "Silver Steel"



Hand Saws!

You need never disappoint a customer (or lose a profit) when you carry the Atkins "*Silver Steel*" line! For it includes hand saws for every purpose—for every customer! And they are saws you can sell with confidence—confidence that the customer will be satisfied—*and stay satisfied!* . . . No other manufacturer makes "*Silver Steel*" saws. They are exclusive with Atkins and Atkins dealers. This is important because the words "*Silver Steel*" etched on a saw blade means that it is made of the finest, toughest, longest-lasting steel ever compounded for sawing purposes!

Sell Atkins "*Silver Steel*" Saws and You Sell the Finest!



Only ATKINS makes "*Silver Steel*" products

E. C. ATKINS AND COMPANY

Home Office and Factory: 402 S. Illinois St., Indianapolis 9, Ind.
Branch Factory: Portland, Ore. *Knife Factory:* Lancaster, N. Y.
Branch Offices: Atlanta • Chicago • Portland • New York

ATKINS



Consumer Demand to Head Up Again . . . .

DESPITE BULGING inventories and a first quarter slackening in sales, the prospects are for a record volume of business in 1951. At least that is the view of a number of economists who see in the upward trend of personal income a continuation of the demand for goods and services.

Sales dipped considerably during the period from January to mid-March. Consumers expecting shortages, already had bought heavily in the months of 1950. Business bought heavily too. Consequently, there now is a temporary setback in business and consumer demand.

But as the year rolls on, the odds are that heavy inventories will be a blessing. Production of most hard goods will be cut back because of material shortages. And while shortages aren't likely to be drastic, supply will be brought more in line with demand.

At the moment, personal income is running at an annual rate of 243 billion dollars with the likelihood that 250 billion would be topped in the last half of the year. Thus, customers with cash in hand aren't likely to let sales slip too far.

Production of such items as automobiles, refrigerators, washing machines and other similar hard goods will soon feel the pinch of a tight steel supply. A controlled materials plan to be effective July 1, will allot steel, copper, aluminum to defense and other essential uses with the result that the remaining supply will fall short of demand. This situation will tend to move stocks in the months ahead.

◆

Retail Sales, in Slide, Still Above 1950 . .

RETAIL SALES, on a national average, in February slipped 11 percent under sales in the preceding month. However, the dip in sales was a general situation affecting practically all lines and reflected the fact that consumers were probably catching their breath from the buying binge they went on in late 1950.

Actually the sales picture in comparison with corresponding months of 1950 still looked pretty good. In February retail sales were 17 percent ahead of February 1950.

While retail sales of hardware in February were 7 percent under January, they were a solid 30 percent above the corresponding month of 1950.

◆

Farm Income Record Predicted for 1951 . .

FARMERS' CASH receipts from marketings in March are estimated by the Department of Agriculture at 2.1 billion dollars, 13 percent above February and about 26 percent more than a year ago. Though prices received declined slightly, prices averaged about 30 percent above March 1950 and volume of sales was only slightly below a year ago.

In some quarters it is predicted that farm income will reach an all-time high in 1951.

◆

Appliance Output to Equal 1949 . . .

UNLESS THERE is an all-out war, consumers can expect to find available such durable goods as home appliances and television sets in about the same quantity as in 1949. That opinion was expressed recently by John M. McKibbon, vice president and general manager of Westinghouse's Consumer Products Division.

Production at the 1949 rate—the third best year in history—would be about 20 to 25 percent off the record year of 1950.

◆

Decline in Prices Received by Farmers

FARM INCOME slipped slightly in the month ending March 15. The Department of Agriculture's Index of Prices Received by Farmers dropped 2 points, a loss of one percent.

During the same period the index of prices paid by farmers rose about one and one-half percent, according to the report.

Geographic Division	% change in sales Feb. 1951 from		2 mos. 1951 from	% change in inventories Feb. 1951 from		Stock-Sales Ratio		
	Feb. 1950	Jan. 1951	2 mos. 1950	Feb. 1950	Jan. 1951	Feb. '51	Feb. '50	Jan. '51
U. S. Total Sales	+36	— 9	+45	+30	+5	156	165	138
Hardware:								
South Atlantic	+42	—19	+53	+21	0	223	263	181
East South Central	+34	—22	+56	+17	+6	213	248	159
West South Central	+34	—15	+ 45	+18	+3	224	246	177

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)



IVAN is watching you

IVAN is a dyed-in-the-wool Communist. There are only 6 million party members like him in all Russia, yet these Communist brass-hats enforce the iron dictatorship of the Kremlin over *200 million* Russians.

He's sold to the hilt on Red ideas. Which means he's out to get *you*. He believes it's either you or him . . . that the world is too small for both.

Ivan is working hard to beat you down. He has a big head start.

Right now he's got you in a bad spot.

Ivan is afraid of only one thing.

He fears your ability to out-produce him in guns, tanks, planes.

Frankly, he doesn't think you value your free system enough to do it . . . to make willingly the sacrifices he has squeezed out of the Russians.

But he's wrong!

Because you and all of us have set out to build more and better weapons—to do it faster all the time.

We must use every bit of know-how and inventive skill we have to improve our machines and methods—to turn out more and more for every hour we work. Only in this way can we become militarily strong.

But we've got to supply essential civilian needs as well. We can't allow needless shortages to take prices skyrocketing and lower the value of our dollar.

Sure, that means sacrifices for everybody. But doing this double job well is the only sure way to stop Ivan in his tracks—and to save the freedoms which are ours and which he has never known.

FREE . . . this important booklet tells you how our American System Grew Great



How Americans developed better machines, power and skills to build a great nation . . . Why we have been able to produce constantly more per hour . . . How this has given us the world's highest living standard.

How we can meet today's challenge—Why we must expand our productive capacity . . . supply arms and essential civilian needs, too. Read how this dynamic process works in free booklet, "The Miracle of America," endorsed by representatives of management and labor. Send for your free copy today!

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The Advertising Council, Inc., 25 West 45th St., Dept. S. P. New York 19, N. Y.

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This advertisement, approved by representatives of management, labor and the public, is published in the national interest

SOUTHERN HARDWARE

THE BETTER WE PRODUCE
THE STRONGER WE GROW

HARDWARE Industry NEWS

Promotions Announced By Stanley Works . . .

Announcement of the election of three executives of The Stanley Works, New Britain, Conn., was made recently, following the annual board of directors meeting.



W. Ronald Morse



Pease Pelton

W. Ronald Morse, vice president of the hardware division, was promoted to executive vice president of the corporation. Hoyt C. Pease, assistant general manager of the Stanley Tools division, was named vice president of the corporation and general manager of the tools division. He succeeds Maxwell A. Coe, who is retiring after 43 years of service. Henry V. Pelton, factory superintendent of the hardware division, was named vice president in charge of the hardware division.

Mr. Morse will fill the position of executive vice president which was made vacant when John C. Cairns was elected to the presidency a year ago. Mr. Pelton takes over the responsibilities of Mr. Morse.

Rowe Elected a Director Of Lamson & Sessions

James M. Rowe, vice president of the Lamson & Sessions Co., 1971 West 85th St., Cleveland 2, Ohio, and general manager of the firm's Birmingham, Ala., operations, has been elected a director of the company.

Mr. Rowe began his association with the fastener industry in 1919 with the American Bolt Co., which was purchased in 1929 by the Lake Erie Bolt & Nut Co., and a short while thereafter merged with Lamson & Sessions.

Starting in the sales department, he was made sales manager in 1935 and in 1940 became general manager of the Birmingham plants and offices. His appointment to a vice presidency came in 1948.

◆

Ruberoid Elects O'Leary Vice President of Sales .

E. J. O'Leary, formerly general sales manager of The Ruberoid Co., 500 Fifth Ave., New York 18, N. Y., manufacturers of asphalt and asbestos building products, has been elected vice president of the company in charge of sales, according to Herbert Abraham, president.

◆

Black & Decker Produce Millionth Electric Drill .

The one millionth ¼-inch Home-Utility electric drill came off the production line at The Black & Decker Mfg. Co. plant at Towson, Md., on April 6. This production record of one million tools of one model has been achieved in the space of five years.

Both S. Duncan Black and Alonzo G. Decker, founders of the company and president and vice president and general manager respectively, were at the end of the assembly line to receive the tool.

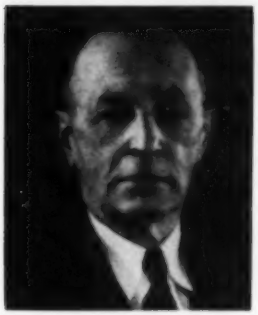
The ¼-drill was first introduced in 1946 and is designed for use in the home, farm or small shop. Small in size and weighing only 3¼ lbs., the drill is used for drilling, sanding, wire brushing, light grinding, polishing, honing, etc.



Mrs. Margaret Powers hands millionth ¼-inch Home-Utility drill to S. D. Black, while A. G. Decker, center, looks on

Moto-Mower Promotes Ramsey and Fielding . .

At a recent meeting of the board of directors of The Moto-Mower Co., 4634 Woodward Ave., Detroit, Mich., M. S. Ramsey was elected president, and Henry A. Fielding was elected vice president and treasurer.



M. S. Ramsey



H. A. Fielding

Mr. Ramsey was formerly vice president and general manager and one of the original employees of the company. It was in the hand mower business that he first sold the hardware trade for the Philadelphia Lawn Mower Co.

Mr. Fielding has been secretary of the company since 1936.

◆

Borg-Warner Appoints C. R. Brick to New Post

Borg-Warner Corp., 310 S. Michigan Ave., Chicago 4, Ill., announces the appointment of Carl R. Brick as an assistant to Roy C. Ingersoll, president.

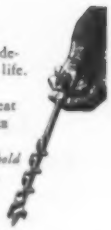
Mr. Brick has served for several years as the corporation's industrial training consultant. He formerly was vice president in charge of industrial relations with Dealers' Transport Co. and, during World War II, was a commander in the U. S. Navy. He is a graduate of Kenyon College.

"PLUS FEATURES" THAT SPEED SALES OF "GREENLEE 22" SOLID-CENTER AUGER BITS

UNIFORM HIGH QUALITY for day-in, day-out dependability. For each "GREENLEE 22" is produced with unusual care . . . cutting parts are accurately sized to indicated diameters . . . twist is ground for sure clearance . . . spurs are correctly shaped and proportioned. And cutting edges are carefully finished for clean, fast action!



INDUCTION HEAT-TREATED for absolute uniformity, dependability and long life. Under this most modern method of heat treatment, "GREENLEE 22" Solid-Center Auger Bits take *and hold* perfect cutting edges. Means fast, clean boring for perfect woodworking jobs . . . and means you can depend on this for a long, long time.



PLASTIC-SEALED FOR PROTECTION From factory to your customers, this heavy protective coating shields "GREENLEE 22" Solid-Center Auger Bits . . . protects them from shipping and handling damage, seashore and other humid conditions. Eliminates costly stock maintenance for you . . . keeps your stock in perfect shape!



When you sell GREENLEE, you can be sure you're selling top quality always. Write today for complete information on GREENLEE Auger Bits and these other high-quality tools: Chisels, Gouges, Expansive Bits, Car Bits, Draw Knives, Turning Tools, Spiral Screw Drivers, Automatic Push Drills, and many more. Ask for new Hand Tool Quick Reference File.



TOOLS FOR CRAFTSMEN

GREENLEE

STOCKED BY LEADING WHOLESALERS

GREENLEE TOOL CO., 1825 HERBERT AVENUE, ROCKFORD, ILLINOIS



LUFKIN

CHROME-CLAD LEADER and UNIVERSAL Steel Tapes

Have Beauty To Spare ... DEFY Wear!

You know that in today's tight market, steel tape buyers want plenty of appearance plus extra quality for the long pull ahead. That's the No. 1 reason the new *Lufkin Leader* and *Universal* steel tapes—combining Eye Appeal with the Buy Appeal of greater durability—are "tailor-made" for present selling conditions. Check these timely, saleable features:

- **New rich maroon VINYLITE covered cases—protection against water, stains, and scuffs.**
- **New recessed winding devices achieve a desirable thinness . . . new bushing plates add strength, attractiveness.**
- **Maximum rust-resistance with stainless steel edge bands and nickel plated fittings.**

The *"Leader"* has jet black markings protectively recessed below the chrome-white surface . . . easy-to-read and permanent. Famous Chrome-Clad non-glare finish will not chip, crack, peel, or corrode. Markings on the *"Universal"* are raised in natural steel against a "Nubian" dead-black background . . . extremely durable and readable. Both steel tapes have "Instantaneous" readings, marked in feet, inches, and 8ths. Order now—available in 25, 50, 75 and 100 foot lengths . . . with or without hook ring.

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Regularly appearing in the Roto sections of leading Sunday newspapers, magazines, and trade papers, *Lufkin* ads "pre-sell" millions of prospects every month. Selling is easier when you promote *Lufkin*—the line with nationwide appeal . . . nationwide acceptance!



125A

SELL LUFKIN TAPES • RULES • PRECISION TOOLS

THE LUFKIN RULE CO. • SAGINAW, MICH.

132-138 Lafayette Street, New York City • Barrie, Ontario

Hager Announces New Executive Appointments

The C. Hager & Sons Hinge Manufacturing Co., 139 Sidney St., St. Louis, Mo., announces the appointment of the following executives:



Joseph H. Stevens



Charles M. Jones

Named vice president and chief engineer is Joseph Hyland Stevens, formerly chief engineer; Charles Martin Jones, formerly sales manager, promoted to vice president and sales manager; August William Hager is named assistant vice president; and Charles C. Hager appointed assistant treasurer. August and Charles Hager are the fourth generation in their family to hold executive positions at the 101-year-old St. Louis concern.

◆

G. E. Appoints O'Grady to Southwest Service Post

General Electric, Bridgeport 2, Conn., announces the appointment of N. J. O'Grady as appliance service representative in the southwestern district. He succeeds D. H. Galbreath, who has been assigned to the product service division staff at Bridgeport.

Mr. O'Grady joined the company in 1949 as a test engineer and was made a product technician at Bridgeport last year. He is a graduate of the University of Vermont.

What's in a... **NAME?**



Painters have learned that the name and trade mark "Brush By Baker" on any paint brush means:

*A paint brush manufactured by the finest brushmakers in the entire industry

*A paint brush that is guaranteed by the Baker Brush Company, Inc. to give you every satisfaction and service you have learned to expect from this family of only "The Finest Painting Tools."

A guarantee that every paint brush user can rely upon because it is supported by the Baker Brush Company's entire 50 year reputation for Quality, Honesty and Fair Dealing.

BAKER BRUSH COMPANY INC.

Manufacturers of the Finest Painting Tools

83 Grand Street, New York, N. Y.

V. G. Winston, Western Manager for Olin, Dies

Val G. Winston, division manager of the Firearms and Ammunition Division of Olin Industries, Inc., Dallas, Texas, died at his home in Dallas on February 10, after a long heart ailment.

Mr. Winston joined Western-Winchester in 1914. During his more than 36 years with the company, he was well known among sporting firearms and ammunition wholesalers, dealers and customers throughout the South. In January of 1946, he was appointed division manager, with headquarters in Dallas.

Mr. Winston was vice president of the Texas Powder Co. of Dallas, an affiliate of Olin Industries. Because of poor health, he had become advisor to the home staff, until his normal retirement the first of this year.

He was a member of the Western Cartridge Super-X Quarter Century Club, as well as a charter member and honorary member of the Texas Hardware Boosters Club.

◆

Westinghouse to Build New Alabama Plant . .

Westinghouse Electric Corp. has purchased a 70-acre tract in western Alabama for construction of a new plant to manufacture light bulbs, according to Otis O. Rae, manager of the company's Southeastern District, Reform, Alabama.

The site is one mile south of Reform, 34 miles northwest of Tuscaloosa, and 29 miles east of Columbus, Miss. The new plant will be the first in Alabama producing Westinghouse consumer products. Construction of a new plant in Birmingham for the manufacture and repair of large electrical equipment has been authorized.

Construction of the one-story, brick building, providing 150,000 square feet of floor space and employing approximately 500 people, is expected to start within a few weeks.

The Alabama plant will be the 10th Westinghouse lamp manufacturing site. It will be the second divisional plant to be established recently in southeastern United States.

◆

Reynolds Lets Contract For Corpus Christi Plant

Reynolds Metals Co., Richmond, Va., has awarded the contract for the construction of its $80,000,000 aluminum reduction plant in Texas to Henry C. Beck Co., of Dallas, and H. R. Henderson Co. of Marshall, Texas. Work is scheduled to begin immediately.

The plant, which is to be located in San Patricio County near Corpus Christi, will have the capacity to produce 150,000 pounds of aluminum pig annually. Approximately 600 workers will be employed in the plant.

The plant is the result of a request by the National Security Resources Board for Reynolds Metals Co. to increase its aluminum production capacity by 200,000,000 pounds annually. The remainder of the increase will be supplied from an additional potline under construction at the firm's Jones Mills plant in Arkansas.

The Texas plant is expected to be in operation January 1, 1952. Lloyd A. Amos, formerly plant superintendent at the company's reduction plant in Troutdale, Oregon, has been named plant manager.

CONVENTION DATES

Hardware Association of the Carolinas, annual convention, June 19-20, 1951. Headquarters, Ocean Forest Hotel, Myrtle Beach, S. C. Secretary, Mrs. Sally Couch Masten, 118½ E. Fourth St., Charlotte, N. C.

Mississippi Retail Hardware Association, annual convention, June 3-5, 1951. Headquarters, Buena Vista Hotel, Biloxi, Miss. Secretary, David O. Mansfield, 226 S. State St., Jackson, Miss.

READY FOR USE

Factory Assembled for Customer Convenience



• Buyers look to Warwood for tools of correct design, accurate forging, scientific heat treatment and finest finish. For nearly 100 years, the name WARWOOD has stood for the best in forged tools. Most attractive in appearance with blue heads and clear white handles. Here are the kind of tools it pays to sell.

TOOLS FOR:
General Construction
Agriculture and Gardening
Mining and Industry
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WARWOOD SINCE 1854 FORGED TOOLS

Warwood Workmanship Makes the Difference

WARWOOD TOOL COMPANY • Wheeling, W. Va.

BIG PROFITS

ON THESE FAST MOVING NATIONALLY ADVERTISED ITEMS



Gem Dandy Deluxe and Standard Models churn up to 5 gallons of whole milk or cream. A real time and work-saver for the farm home. Heavy-duty, cool-running motor. Adjustable, aluminum shaft and dasher. We are filling distributor's orders promptly, and you can get prompt delivery on these fast-selling, big profit items. Order today.



DELUXE MODEL
White motor. Switch in cord.
Recommended dealer cost $13.76
Suggested retail price.... $21.95

STANDARD MODEL
Black motor. No switch in cord.
Recommended dealer cost $12.32
Suggested retail price.... $18.95

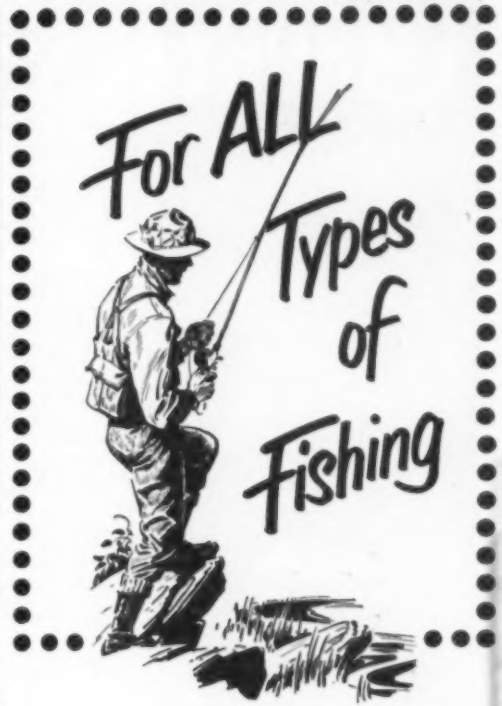
MODEL 4-QT churns 3 quarts of cream or whole milk. Heavy-duty, cool-running motor. Mixes most anything. Complete with jar.
Recommended dealer cost..... $11.30
Suggested retail price..... $16.95

Duraglas containers sold separately. 3- or 5-gal. sizes.
Dealer cost..... $1.80

ORDER TODAY FROM YOUR DISTRIBUTOR

ALABAMA MANUFACTURING CO., Dept. A-198, Birmingham 3, Ala.

GEM DANDY ELECTRIC CHURN
REG. U.S. PATENT OFFICE



MULTIPLY YOUR SALES WITH THESE VERSATILE

Bristol

THE HORTON BRISTOL MFG. CO.

TELESCOPIC RODS



Think of a single fishing rod so versatile your customers can use it for bait casting, fly casting, trolling or still fishing. A rod they can lengthen or shorten at will to suit fishing conditions. A rod they can telescope to a size for easy carrying in car, boat or suitcase. Well, such a rod is the famous BRISTOL Telescopic, originated and made world-popular by BRISTOL. Small wonder these "All-Purpose" rods sell so fast wherever they are on display. BRISTOL Telescopics come in 10 different choices . . . Hexagonal and Round . . . with prices ranging from $3.00 to $11.95 (tax included).

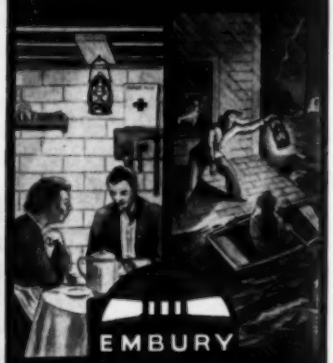
HEXAGONAL TELESCOPIC ROD NO. 3

This beautiful rod 9' in length when fully extended has four joints. Big feature is the adjustable positive joint lock (patented). This locks joints at any desired length and always in perfect guide alignment.

Nationally advertised by

The Horton Bristol Manufacturing Co.
Bristol, Conn.
. . . Originators of the steel fishing rod

EMBURY





No. 1 Air Pilot
Windproof... Stormproof
Always Ready
Dependable... Safe

Write: EMBURY MANUFACTURING CO.
WARSAW, NEW YORK, U. S. A.

EMBURY
LANTERNS & TORCHES

WHOLESALER NEWS

Woodward, Wight Remodel For Office Efficiency . . . .

Woodward, Wight and Company, Ltd., general supply house of New Orleans, La., has achieved orderliness and vastly improved efficiency in the functioning of an immense executive and clerical staff in the wake of an extensive remodeling program completed early in 1950.

G. O. Rasch, secretary of the firm, relates that for some time prior to 1949 the company had seen the growing necessity for enlargement of the general office.

With a healthy increase in business it had been necessary to expand the staff, but the greatest difficulty seemed to exist in the "geography" of the general office. Not only was there a dearth of elbow room, but departments were not properly located with relation to one another. Interruptions in the flow of paper work were so obvious as to constitute distractions, actual costs of which could not be estimated.

After a great amount of study and consideration, a contract was let in 1949 and although there is no percentage measure of the benefits in increased efficiency, Mr. Rasch says the company is highly pleased with results.

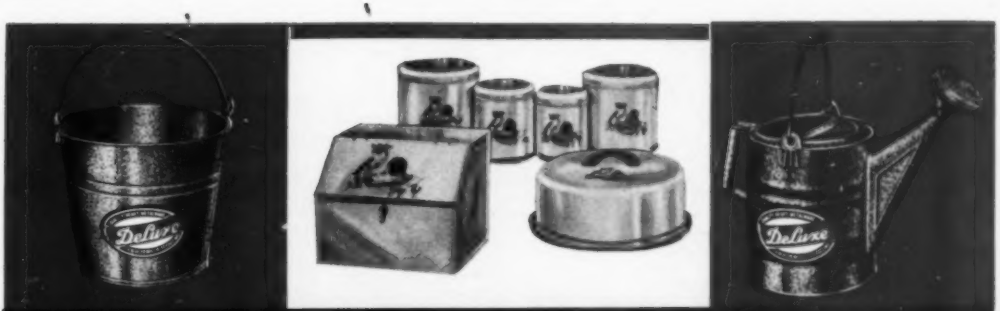
In a general way the expansion consisted principally of adding 7,200 square feet of floor space to the general office and this was done by extending a floor into a section of the warehouse where there had been no floor. This made it possible to move several departments from quarters in the warehouse section to the general office, thus assembling the staff entirely in the general office. The move, of course, also made available 4,000 additional square feet of space for storage facilities.

However, rearrangement of departments within the general office was the step most productive of increased efficiency.

Credit, stock control, order entry, billing traffic and accounting departments had been somewhat scattered in location, although the work of these departments was closely re-







THE NAME THAT STANDS FOR QUALITY MERCHANDISE-

QUALITY HEAVY METALWARE

DeLuxe

SCHLUETER MFG. CO. ST. LOUIS, MO.

AND FOR QUANTITY MERCHANDISING!

The entire line of De Luxe Household Metalware—Galvanized Ware, Tinware, Colored Ware, Mop Pails, Ash Cans, Garbage Pails—every item is built to last, built to give a full 100 cents of value for every dollar spent. Your customers like De Luxe quality. You will like the high salability and good profit margin that is yours with Nationally Advertised, nationally-known De Luxe Products.

Talk to your Jobber's Representative about De Luxe today.





Display Yard Accessories around

SOUTH BEND CROQUET!

Families with a *reason* for using their yards are more likely prospects for outdoor items. And a *popular reason* for yard activity is the great family game — South Bend Croquet.

So, build your window and interior displays of yard equipment around South Bend Croquet. This tie-in can furnish a wealth of suggestions to customers and more sales for you.

Show This Book



16 page, 2-color book — "How To Play Croquet" — describes complete history and rules of game — 25c list. Quantity discounts to dealers.

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N.Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.
No. Calif.—Standard Toy Agencies, 718 Mission, San Francisco, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.
Export—Affiliated Exporters, Inc., 10 East 34th Street, New York City

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND *Croquet*



Top: New addition to the steel shed facilities recently completed by the Watts Co. Below: invoicing and inventory control section

lated. So along with the remodeling the locations of various departments were carefully selected so that work now flows smoothly and in the proper rotation of departments.

Furthermore, departments for routine work are grouped largely in the center, with wall space occupied by less active departments and by junior executives in the sales department.

Under the new arrangement the desks of executives and their assistants occupy one wing of the 18,000 square feet of office space, close to the new, private office of the president, L. C. Deckbar, a distinctive room that affords him privacy, yet convenient contact with other executives. There is another private office for use of other executives and two larger rooms for conferences.

Other practical improvements were made. Hat and coat racks which were in the office have been replaced with lockers in the dressing rooms. Light from fluorescent fixtures makes for quite comfortable working conditions from the viewpoint of eye energy expended and year around comfort is assured by air conditioning.

◆

Watts Co. Continues Expansion Program

Continuing an expansion program begun early in 1946, the Watts Hardware and Supply Company of San Antonio, Texas, is now operating from enlarged quarters, having recently completed a substantial addition to their steel shed and truck equipment facilities.

Other important improvements have been made in the company's office and warehouse which will enable the firm to render even more efficient service to customers. During 1950 a punched card system of invoicing and inventory control was installed, and company officials state that the operation is functioning smoothly with more uniform and accurate invoices being speeded to customers at a much faster rate. In addition this equipment is said to be providing more detailed and accurate statistics on sales costs and inventory for internal control purposes.



H. E. Colemere, Jr.

Recent personnel changes include the election of Hollis E. Colemere, Jr., to the office of executive vice president and assistant general manager. Mr. Colemere has been connected with the company since his return from overseas duty with the Army Air Force in World War II.

W. H. Dawkins, associated with the company since 1945, has been named secretary and assistant treasurer.

BOKER PLIERS

—as finely made as BOKER Cutlery



The "BOKER" trademark stamped in pliers is a guarantee of quality workmanship and performance.

And here's why!

FIRST, they're made of special analysis, chrome vanadium steel:

Plus (+)

Load testing: Diamond testing: Scientific heat treating: accurate machining from the time the steel is forged until final polishing: .

RESULT:

Pliers that can "take it."

In short they're the kind of pliers your customers will "go for."

BOKER



NEW! QUICK TURNOVER!
BOKER PLIER DISPLAY No. 300
Low inventory, ¼ doz. each of 8 different pliers. Popular styles. FREE pilferproof Display Panel. Each plier packed individually. Ask your jobber.

H. BOKER & CO., INC.
Established 1837
Quality for over a Century
101 Duane Street New York 7, N.Y.

The Priceless Ingredient

is Quality... **and you get it**

"All From 1 Source"

NATIONAL LOCK

HARDWARE

Quality has been a guiding principle at National Lock since the founding of the company in 1905. Down through the years extensive facilities and skilled personnel have been blended in a happy combination that has consistently produced fine hardware to appeal to those who want the best. • Cabinet hardware, builders hardware, furniture trim, cabinet locks, casters, shelf hardware, screws and bolts . . . all reflect National Lock's widely-known reputation for quality . . . all assure the utmost in customer satisfaction. • Price, like quality, is important in bringing about steady sales and substantial profits. National Lock prices are competitive. These prices represent outstanding value in each hardware item made by National Lock. • Whether you sell or specify hardware, you can look to National Lock for the ultimate in distinctive hardware for a wide range of jobs . . . and it's available "all from 1 source".

NATIONAL LOCK COMPANY
Rockford · Illinois
Merchant Sales Division





O. T. J. Wing, McGowin-Lyons Executive, Dies

Owen T. J. Wing, Sr., for more than 30 years manager of the builders hardware department for McGowin-Lyons Hardware & Supply Co., Mobile, Ala., died at his home in Mobile on March 24, after an illness of several weeks.

At the time of his death, Mr. Wing was 74 years old, and had been with McGowin-Lyons nearly 37 years. He was identified with the hardware business all his adult life, most of which time he specialized in builders hardware. His interest in locks and builders hardware was inherited from his father, who was a locksmith and who, at the turn of the century, founded the retail hardware firm of Wing & Sons.

Mr. Wing continued in that business with his brother after the death of his father, but it lacked the opportunity to further his interest in builders hardware, and in 1914 he accepted a position with McGowin-Lyons as floor salesman. There, with his knowledge of and interest in builders hardware, he soon developed a complete builders hardware department, which he managed until his death.

Mr. Wing, widely known in hardware circles and a recognized authority on builders hardware, is survived by three sons, Owen, Jr., and John T., both of whom are with McGowin-Lyons and Feagin A., sales representative for the Ruberoid Company in Fort Worth, Tex., two grandchildren; a brother and a sister.

◆

Conner to Manage Peden Iron & Steel

E. H. Conner, vice president of the Peden Iron & Steel Co., of Houston, Texas, was placed temporarily in charge of the company's management as the result of a series of changes authorized by the board of directors recently.

The board also granted an extended leave of absence to John Peebles, who had been in active charge as president and general manager. Mr. Peebles had requested the leave because the condition of his health requires an indeterminate period of hospitalization, according to the board's announcement.

While declaring the positions of president and general manager vacant, the board directed that E. D. Peden, executive vice president of the company, assume the duties, obligations, responsibilities, and authorities of the office of president and general manager.

However, since Mr. Peden is temporarily confined to his home because of illness, the board directed that Mr. Conner assume Mr. Peden's new duties until health permits him to resume his duties with the organization.

IT'S
New! original! Profitable!

WICK LAWN EDGER

AT LAST A REALLY GOOD LAWN EDGER

A real profit maker, a really good lawn edger at last! The Wick Edger's new and original design makes the cutting knife follow the contour of the ground so that it will not dig or plow. Your customers will like the Wick Edger because it is constructed to facilitate the greatest possible ease of handling. The knife is self-adjusting and self-sharpening, the heavy gauge spring steel cutting wheel and blade are heat treated for long life. A 4 inch rubber tire guides the edger along smoothly and without strain. Approximate unit weight, 3 lbs., handle length, 48 inches.



Write for complete information.

Amplex ENGINEERING, INCORPORATED
NEWCASTLE, INDIANA

The BIG SELLING BRUSH CLEANER that REPEATS and REPEATS

BECAUSE IT'S FAR BETTER



Proven by impartial tests of a nationally known Brush Manufacturer to be the most efficient brush cleaner on the market . . . has further proven itself as a steady repeat sales builder. 10¢ size—24 pkgs. in unit, 25¢ economy size—2 doz. in case.

Consumers Crack Filler (wood putty) preferred by professionals and home craftsmen alike because its powder form stays ready to use—mixes with water—works so easily.



Consumers Patching Plaster . . . mixes white in cold water. No checking or shrinking. Quick bond to old plaster without sizing. In 1, 2½ & 5 lb. cartons; 2, 5, 10 & 15 lb. paper bags; 50 lb. bags—100 & 300 lb. bbls.





Tiger Grip Linoleum Paste—favored for use on wood and concrete floors. ½ pt., pt., qt., 1 & 5 gal. containers.

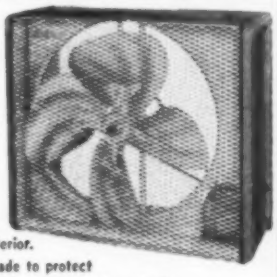
CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.

It's the Line THAT COUNTS!



Jobbers You've got to have plenty of line to corrall consistant sales. To complete your line, to bulldog the big orders—handle the popular line. You can count on Murray in the fan business. It's the line that counts.

MURRAY 24" Window Fan



Most versatile fan made. Especially designed for apartments offices and smaller homes. Light weight—easily portable—attractive appearance blends with any home interior. Removable guard-screen made to protect tiny fingers—PATENTED, dieformed dynamically balanced blades—economical, quiet, 2-speed operation. Ivory and stainless steel. Available in 20" direct or 24" belt driven sizes.



MURRAY Horizontal Attic Fan

Flat-as-a-flounder, horizontal mounted, vertical discharge fan for low pitched roofs. Carries unconditional 5-year guarantee (except for belt and motor). Sizes 24" with ⅓ hp. motor to 48" and ¾ hp.

Housing heavy-gauge steel—frame "seamless, die-formed tubing." Torrington, PATENTED, perfectly balanced blades—sealed ball bearings with permanent lubrication. All Murray Fans are fully certified. Also available in vertical mounting, horizontal—discharge package units 24"—48".

A few territories open
For full details, prices and literature
Write to H. C. Biglin Company Sales Agents

THE *Murray* CO. of TEXAS DEPT. S-3



SALES AGENTS
H.C. BIGLIN CO. Inc.
177 HARRIS ST. N.W. ATLANTA, GA.

NEW PRODUCTS

AND SALES PROMOTION MATERIAL

Boker Introduces New Handy Kitchen Kit . .

H. Boker & Co., Inc., 101 Duane St., New York 7, N. Y., has introduced a new Handy Kitchen Kit containing three useful household items: a chrome-plated kitchen shear of un-



breakable, hot drop forged crucible steel; shear with slip-proof serrated edge for cutting vegetables, fish, fowl or meats, as well as for use as a bottle opener, nut cracker, screw driver, or tack hammer; Junior Chef all-purpose knife and paring knife, both made of high-quality razor ground steel, fitted with genuine acid and burn-proof Pakkawood handles.

◆

History of Oilers Told in Eagle Booklet

"Helping to Make the World Run Smoother" is the title of an informative booklet recently issued by Eagle Manufacturing Co., Wellsburg, West Va., manufacturers of oilers and oil and gasoline cans and fillers.

The new booklet tells the history of oilers, including many old patents, and shows the developments up to the modern oiler. It also offers information on the proper selection of lubricating oils and oilers; types of oils for various uses in the home, farm, and in garages and industries; and included is a discussion of unusual and novel applications for oilers other than oiling.

The booklets are available upon request to the manufacturer.

◆

H&B Introduces New Slugger Bat Display .

A colorful new Louisville Slugger bat display, introduced by Hillerich and Bradsby, makers of Louisville Slugger bats for baseball and softball, is now available to all dealers through the company.

Designed as a salesman in itself, the display accommodates 12 bats, which can be easily removed and inspected by customers. It faces all sides and is adaptable to floor or window display.

Lithographed in full color and varnished to protect it from dirt and smudges, the blue-bodied display features autographs of 126 famous players, including Hall-of-Fame members.

Available to all dealers at $3.25, the displays can be ordered direct from the factory at 434 Finzer St., Louisville 2, Ky.



Jacobsen Adds New Model To Power Mower Line . .

A new 18-inch power mower, the Jacobsen Pacer, is announced by Jacobsen Manufacturing Co., Racine, Wis.



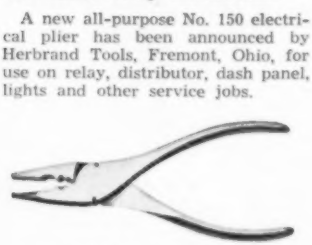
Powered by a Jacobsen 1½ h.p. engine, the Pacer features all-steel construction, fully enclosed chain drive, and self-locking bed knife adjustment. Lightness and ease of handling are emphasized.

The Jacobsen Pacer is priced at $109.50 f.o.b. factory. Further information is available from the manufacturer.

◆

New Electric Plier Announced by Herbrand

A new all-purpose No. 150 electrical plier has been announced by Herbrand Tools, Fremont, Ohio, for use on relay, distributor, dash panel, lights and other service jobs.



Two side cutters, crusher, stripper, and two special jaws for bending wire (one round, one square) are all combined in this one plier. Overall length is six inches; weight is 4½ ounces.

Larson

now has the original

SAW HORSE BRACKETS

in 3 useful sizes

for *Your Profit!*



SAW HORSE SET
(1 horse per set)

#1 for 1" Lumber, Shipping weight per dozen sets - 21 lbs.

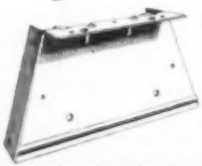
#2 for 2" Lumber, Shipping weight per dozen sets - 30 lbs.

Each of the three "Make Your Own" Construction Sets are packaged in two-color attractive boxes, with illustrated contents and suggested uses on each box. Let the Larson Sets help sell more tools, paints, lumber, etc.



THE NO. 24 BRACKET
(1 horse per set)
Shipping weight per dozen sets - 32 lbs.
For 1" or 2" Lumber

For making carpenter saw horse, picnic table and bench sets, folding saw horse, display stands, gym sets, etc.



FREE 2 ACTUAL COUNTER MODELS *FREE!*

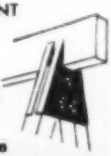




No. 24 Model

WITH LARSON SAW HORSE BRACKET ASSORTMENT No. T-2412

Containing:
1 Dozen No. 1 Brackets
½ Dozen No. 2 Brackets
½ Dozen No. 24 Brackets
Weight 55 Pounds all in one carton



No. 1 Model

See Your Jobber or Write Direct To

CHAS. O. LARSON CO.
STERLING, ILLINOIS

..it's SUTCLIFFE'S

FOR PROMPT SERVICE ON NATIONALLY ADVERTISED FISHING TACKLE

RODS

True Temper, Betts, Gep, Langley, South Bend, Shakespeare, Phantom, Heddon, Bristol, Actionrod, Union, Montague, Airex.

REELS

Airex, Rado, Johnson, Swiss Whiz, Shakespeare, Pflueger, South Bend, Langley, Ocean City, Bronson, Heddon, J. A. Coxe, Penn.

LINES

Cortland, Ashaway, Gladding, South Bend, Shakespeare, Newton, Heddon, Western, Marathon.

BAITS

Heddon, Shakespeare, L. and S., Bomber, Dalton Special, Creek Chub, Lazy Ike, Brooks, South Bend, Eagle Claw, Woods, Hot Shot, True Temper, Fred Arbogast, Airex, Cisco Kid, Shannon, Pflueger, Paw Paw, Hildebrandt, Rex Spoons, Chum Spoons, Johnson, Tony Accetta, Florida, Actual Lures, Bunyan "66", Roessler, Weezel, Weber, Marathon, Evans, Peck's, Jeff's Originals, Schumann, Lur-All.

Have You Received Your Copy of

SUTCLIFFE'S 1951 TACKLE CATALOG

Showing our complete line of nationally-famous, nationally advertised fishing tackle, picnic and camping accessories, athletic goods, and accessories.

The SUTCLIFFE Co.
INCORPORATED
LOUISVILLE 1, KENTUCKY

Cheney

Nail Holding Hammers

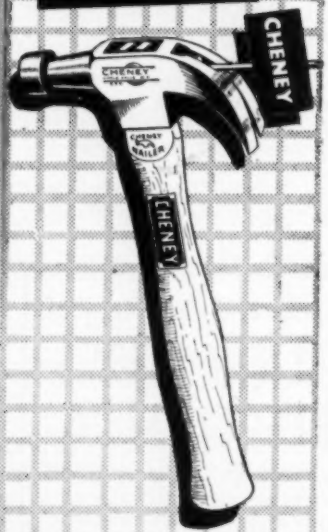
The bright, eyecatching Cheney Nail Pennant is included in each Cheney Nail Holding Hammer carton. Be sure to use it in your Cheney Hammer display; it gets sales results.

There are a few of the famous Cheney Sales Maker Displays available. To obtain one, please send your request direct to Little Falls, N. Y.

(Sales Representatives:)

JOHN H. GRAHAM & CO., INC.
New York, N. Y.

SANFORD BROTHERS
Chattanooga, Tenn.



HENRY CHENEY HAMMER
CORPORATION
LITTLE FALLS, N. Y.

Nixdorff-Krein Coil Chain in Steel Package

Nixdorff-Krein Mfg. Co., 916 Howard St., St. Louis 6, Missouri, America's oldest chain manufacturer, is offering its coil chain in handy all-steel containers, designated Elephant Brand Chain-Pack.

The steel container, with a handy handle, contains 100 pounds of any one of the four popular sizes of Proof and BBB chain. It is sealed to protect the chain against rust and is said to be ideal for re-use.



Chain-Packs are said to mean more profit, since there is less handling cost and elimination to the jobber of measuring, cutting, and packing. Chain is packed and labeled, ready for tagging and reshipment to customers. Two different colored labels are used to identify the two grades of chain: green for Proof and red for BBB.

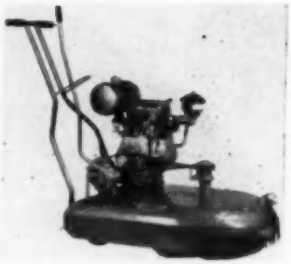
◆

Southern Saw Works Offers New Rotary Mower

Southern Saw Works, Inc., 418 N. Main St., East Point, Ga., has announced the outright purchase, by its Power Implement Division, of a Florida rotary power lawn mower manufacturing concern. Plant facilities, operation and sales direction have been moved into a new 10,000 square foot addition to Southern Saw's Atlanta plant.

Founded in Atlanta in 1890, the company manufactures circular saws, saw teeth, saw tools and forgings, under the trade name Superfine, for both national and international distribution. The new self-propelled rotary power lawn mower, described by company officials as "revolutionary in design and operation," will be marketed nationally under the trade name "Snappin' Turtle."

Prior to its purchase by Southern Saw, the mower for four years was under development and test in Florida, where several thousands of the machines were built and sold. The Snappin' Turtle is distinguished from the more conventional rotary mowers in that it is not only self-propelled, but motion is produced by means of



cleated traction rollers in the rear of the machine, and a steel skid bar near the front. The effect, from which the unit derives its name, is a ground-hugging, gliding motion that maintains a smooth and even cutting distance between rotary blades and ground surface at all times. This type of motivation also permits the machine to be staked out. It will cut by itself, no operator necessary. As a safety measure, hardened rake teeth guard the front of the mower and permit close trimming around shrubbery, trees, walls, etc. There are six models to handle various cutting jobs, from normal size lawns to estates and golf courses.

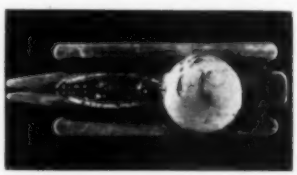
Officers of the company are: E. L. Humphreys, president; W. R. Smith, vice president and general manager; Lois Abercrombie, treasurer; Inman Brandon, secretary; Lou Malice, sales manager.

◆

Furnished Line Outfit With Handy Hook Remover

The Florida Fishing Tackle Co., St. Petersburg, Fla., has given added appeal to the furnished line outfit by making the winder serve as a useful metal hook disgorger.

There are two combinations, each displayed with one dozen on an attractive 3-color display card: FA-1 carries 15 feet of Black Nylon with a 26 lb. test, 1-inch round cork, No. 5 split shot, and a No. 4 Kirby hook. List price is 25 cents each. FN-25 carries 12 feet of Nylon Monafilament, 10-lb. test, with oblong cork, size BB split shot, and a No. 7 Carlisle hook. List price is 30 cents each.



So brisk have been sales following the merchandising test, reports Sales Manager Paul C. Staake, that the company has now trebled the production schedule for the next six months.

"Pump Profits" with
DURO
DEEP WELL
VERTICAL
JET SYSTEM



A big seller . . . it's popular! Customers like the compactness of the Duro Vertical Jet System, and they like its rugged, dependable, smooth running performance. They like the Duro Vertical Jet System, and they buy it!

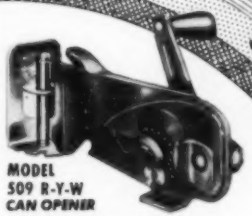
Display the Vertical Jet Water System, and take advantage of an excellent opportunity to "Pump up your profits!"

Duro builds a complete line of water softeners and water systems.

FOR MORE INFORMATION ON DURO PROFIT MAKERS, SEND TODAY FOR THE NEW DURO CATALOG!

THE DURO CO.
DAYTON 1, OHIO

LET SWING-A-WAY HELP
YOU FIND YOUR
Pot of Gold



MODEL
509 R-Y-W
CAN OPENER

AT THE END OF THIS RAINBOW
OF *Formulated* COLORS

CHECK THESE **EXCLUSIVE** FEATURES

✓ SYNCRO-GEAR DRIVE
✓ SHOCK-PROOF ASSEMBLY
✓ 5-POSITION BRACKET

Your choice of brilliant colors:
★ Cherry red
★ Lemon yellow
★ Igloo white

THREE FAMOUS
"SALES SEALS"

SWING-A-WAY

SWING-A-WAY MFG. CO., 4100 BECK AVE., ST. LOUIS 16, MO.
IN CANADA • FOX AGENCIES LTD., PORT CREDIT, ONT

KLEINS



Top Quality

No. 201-NE

FOR YOUR BEST CUSTOMERS

The man who walks out of your store with a pair of Klein Pliers is a satisfied customer. Workman or hobbyist, he appreciates the hand fit—the individually honed knives—the serrated jaws that give a sure hold—the fitted hinge that operates smoothly. Yes, quality is your best salesman.

Stock and display a representative selection of Quality Klein Pliers. The complete line includes side-cutting pliers, oblique cutters and long-nosed pliers in a variety of types and sizes.



No. 201



No. 202



No. 203

DISTRIBUTED THROUGH JOBBERS
Foreign Distributor:
International Standard Electric Corp.
New York



The Klein Pocket Tool Guide, showing the Klein line and containing useful information, will be sent upon request.

Since 1857
Mathias KLEIN & Sons
Established 1857 Chicago, Ill., U.S.A.
1200 BELMONT AVENUE, CHICAGO 14, ILLINOIS

SELL IN A WHIRL!



The No. 133H "Yankee-Handyman" with quick-return spring equipped with ¼" bit for driving screws.

The No. 233H "Yankee-Handyman" . . . the complete tool. With quick-return spring. Transparent magazine handle. Supplied with ⅛" and ¼" bits. Three drill points: 3/16", 5/16", and ⅜" for boring holes in wood.

"YANKEE-HANDYMAN" SPIRAL RATCHET SCREW DRIVERS

One whirl of the fast spiral with the quick-return spring and your customers get the idea . . . and you get the sale. One tool that drills, countersinks, and drives and draws screws. That's a spot-seller in any store, any day. Extra sales for you in the No. 330H Accessory Pak, as a companion to the No. 133H Screw Driver. Pak contains extra 5/32" bit for smaller screws, 3 drill points for boring holes in wood, and a countersink.



No. 330H Accessory Pak with ⅛" bit, 3 drill points and countersink.

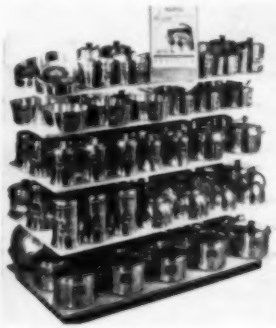
"YANKEE" TOOLS NOW PART OF STANLEY THE TOOL BOX OF THE WORLD

NORTH BROS. MFG. CO.
Philadelphia 33, Pa.

New Flexo-Space Fixture For Mass Displays . . .

Add Sales Co., 714 Commercial St., Manitowoc, Wisc., has introduced a new Flexo-Space modern store fixture for mass display purposes.

The fixture requires only 12½ square feet of floor space, yet it offers 50 square feet of selling space and is equal to four flat type counters in display area.



Specifications: base section, 30" wide, 60" long; toe space 4" from floor. Flexible shelves can be raised or lowered from seven inches between shelves to 24 inches or more. The four removable shelves are recessed in pyramid style, and overall height from floor to top shelf is 47 inches. Constructed of strong, durable plywood, with heavy steel, plated, tubular supports, the fixture is finished in a neutral color to blend in or match other fixtures.

◆

Famous Slugger Yearbook Released by H & B . . . .

This year's edition of the "Famous Slugger Yearbook" published by Hillerich & Bradsby, is made up of 64 pages of baseball information, including pictures of the past season's outstanding sluggers, records, hints on how to bat, and highlights of 1950 outstanding baseball events. Of special interest is an article titled "Power Hitting and Place Hitting" by Ralph Kiner, National League Home Run King.





Hillerich & Bradsby's 1951 edition of "Official Softball Rules," which also contains pictures of winning teams and records of the 1950 softball season, was released recently. The two books may be obtained from sporting goods dealers throughout the country, it was announced.

Company address is: 434 Finzer St., Louisville 2, Ky.

◆

Two New Trimmer Type Rotary Power Mowers .

Western Tool and Stamping Co., Des Moines, Iowa, has announced two new 18" advanced designs in trimmer type rotary power mowers, Models RMV-18 and RMH-18.

The new mowers are especially designed with all four wheels set inside the cutting swath, allowing the operator to trim close to trees, walls, houses, fences, etc. The airfoil shaped blade is said to assure a smooth, even cut of 18" with adjustable cutting heights from one to 3¼ inches.

The RMV-18 is powered with a vertical type 1.4 h.p. direct drive engine, while the RMH-18 is belt-driven by a 1.5 h.p. motor. Both models are equipped with 4-cycle nationally known gasoline engines. These new mowers are well balanced, maneuver easily and are well guarded, it was announced. The chassis are made of steel for long mower life.



RMV-18

The two mowers complete the company's line of rotary and reel type power mowers, ranging from 18 to 24 inches in size.

◆

Dazey Introduces New Non-Corrosive Finish

The Dazey Corp., St. Louis 7, Missouri, long a pioneer in the housewares field, announces a new Dazite rust-resisting, non-corrosive finish. Several years ago, the fact that the supply of cadmium for plating purposes would be relatively unstable, due to scarcity of basic cadmium, was recognized and for approximately two years Dazey had been cooperating in

Old Hi Says



H-I

A *Reel* Promotion with Real "Poke"!

Fishermen will be reel-conscious—*H-I* reel-conscious, that is—this month and for the rest of the season. H-I's hard-hitting national advertising will see to that.

Color page advertisements—including a *third cover* in the May issue of Hunting & Fishing magazine—will add plenty of interest to your H-I reel promotion. Supporting advertisements will *keep* pre-selling for you, throughout the season.

There's an action-tested, smooth-operating H-I reel *for every fisherman and every kind of fishing*—and each is the leading value in its field. Stock and feature these dependable, precision-built beauties—and get your *full* share of real reel profits!

Free Display Units



H-I Lines, H-I *Power* Glass Rods, Registered Rods—the whole H-I Line is dramatized in these eye-catching, effective display units. See your H-I man, or write us direct.

HORROCKS-IBBOTSON CO.
UTICA, N. Y.
Manufacturers of the Largest Line of Fishing Tackle in the World



one thing dealers know . . .

the easiest to sell is

Homko

POWER MOWERS and LAWN SWEEPERS

NEW MECHANICAL CLUTCH

Amazing new clutch control. Mower operates simply by raising or lowering the handle . . . stops of its own accord when operator lets go of handle. Clutch can also be locked permanently engaged for continuous operation. Throttle control for various speeds is conveniently located near the handle grips. Powered by nationally known, 4-cycle air-cooled gas engine.

FOLD AWAY LAWN SWEEPER



Extra large 6½ bushel heavy canvas basket . . . unloads quickly and easily without clogging brushes. Picks up leaves, acorns, grass clippings, etc. 24" brush is adjustable, and revolves on ball bearings. Sturdy bumper bar guard to protect sweeper. Comes completely assembled. Folds flat against wall for easy compact storage.

ROTARY POWER MOWER

Extremely maneuverable . . . well guarded. Air foil shaped blade gives smooth 19" cut to fine lawns. All steel frame with removeable blade guard to cut high grass and weeds. Cutting blade of tempered tool steel. Large ball bearing wheels. Powered by nationally known 4-cycle air-cooled 2HP gas engine. For easy storage handle swings to upright position. Also, new HOMKO Trimmer type Rotary Power Mowers.



demand dependable **HOMKO**
...TRULY A QUALITY PRODUCT

NATIONALLY ADVERTISED

MANUFACTURED BY
WESTERN TOOL & STAMPING CO.
A LEADER IN THE LAWN MOWER FIELD
2725 SECOND AVENUE DES MOINES 13, IOWA

here's why
VICTOR BLADES
are always
UNIFORM



they're submerged in
MOLTEN LEAD for
HEAT TREATMENT

It's no wonder Victor Blades sell fast ... build repeat business! They're always perfectly uniform ... all ways. That's because of Victor's exclusive heat treating process. Bundles of blades, enclosed in special cylinders, are plunged into 2 tons of molten lead. Heat penetration is absolutely uniform — no other method of heat treatment provides as accurate, rigid control of temperature.

THESE SALES HELPS MEAN
BIGGER VICTOR PROFITS



Unbreakable Special Flexible Assortment No. 45 — 3 blades on combination stand-up display and bin card.

Molyflex Display Cards Assortment No. 166 — hold 10 shatterproof high speed steel blades.

Wall Chart — packed with information on blade selection and use. **FREE.**



Metal Cutting Booklet — handy, pocket-sized guide with all the facts on hacksaw handling. **FREE.**

National Advertising — pre-sells your most important prospects through eight leading trade journals.

Complete Line — hand and power blades, frames and bands. All steels, tempers, pitches and sets. Steelrite Metal Marking Crayons for hot, cold, damp or grimy metal.

JUST RELEASED! "Blades of Gold" — sound slide film for distributors' sales meetings.

7402

VICTOR
SAW WORKS, INC. • MIDDLETOWN, N. Y., U. S. A.
Makers of Hand and Power Hack Saw Blades, Frames and Metal Cutting Band Saw Blades

an experiment to develop a new finish that retained all of the good qualities of cadmium but would be superior.

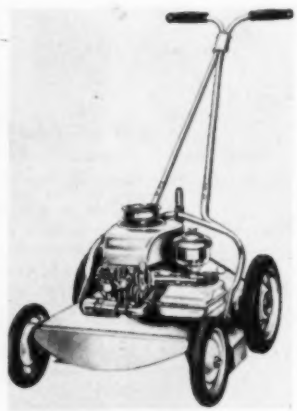
This resulted in the new brighter Dazite finish, which has the appearance of brushed chrome. It is said to be superior to cadmium in rustproofing purposes and equal to cadmium in resistance to staining and tarnishing.

Dazey products formerly cadmium plated now are being supplied with the new Dazite finish.

◆

Johnston Announces Two New Power Mowers . .

The Johnston Lawn Mower Corp., Ottumwa, Iowa, announces two new power mowers—the Johnston Cruiser, an 18-inch reel-type mower, and the Johnston 18-inch Rotary mower. The Cruiser is powered by a 1.5 h.p. 4-cycle engine and stresses high-grade construction throughout, including rigid cutter bar, side frames and wheels. It will be priced at $109.50 f.o.b. factory.



The Rotary mower is an all-purpose grass and weed cutter and is powered by a 1.6 h.p. 4-cycle engine. The cutter bar has removable, hardened steel cutting blades for convenience in sharpening or replacing. The bar is driven directly from the vertical engine crankshaft through a friction safety device. Cutting height may be easily adjusted from ⅝ to 2⅜ inches.

The Rotary mower will be priced $109.50 f.o.b. factory also.

◆

New Rope Package by Hooven & Allison . . .

A new and convenient display package of rope has been announced by the Hooven & Allison Co., Xenia, Ohio. Smaller sizes of both Blue Heart manila rope and Red Heart sisal rope now are available packed in these hexagonal cartons.



Each carton holds a 20 lb. coil. One-quarter-inch coils contain 1,000 ft. of rope; 5/16" coils, 700 ft.; 3/8" coils, 500 ft.; 7/16" coils, 380 ft.; 1/2" coils, 260 ft. Since the rope is drawn out only through the hole in the center, coils are securely held and protected until the last foot is removed, which appeals also to many industrial users.

The new package is compact and easily handled, and little space is required for complete displays of four or five sizes. Actual size of the display package is 15 x 13 x 6½ inches. As shipped from the mill, the display coils are put up four to a shipping carton in any combination of sizes desired.

◆

New Display Case for Robeson Sporting Knives

A new sporting knife display case has been announced by the Robeson Cutlery Co., 500 Main St., Perry, New York, to hold from 60 to 65 patterns of knives and designed so that it can be opened from either side. The case has sliding drawers, and each piece of cutlery stock is kept in a separate bin. Designed to occupy only two square feet of floor space, each case can be mounted with patterns selected by the dealer.



GLASWIK and FLAMEMASTER

Merchandisers



SOLD EXCLUSIVELY THROUGH JOBBERS

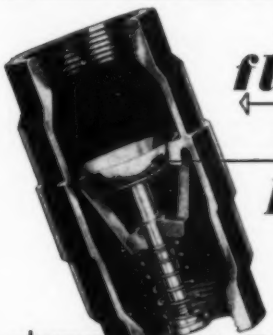
Increase your sales of America's leading wicks . . . GLASWIK and FLAMEMASTER. These attractive merchandisers increase sales and MAKE YOU MONEY! Wick can be dispensed quickly and easily, with no waste or spoilage. They make excellent counter displays or can be hung on a wall or side of the counter.

COMPLETE DESCRIPTIVE LITERATURE ON REQUEST. WRITE DEPT. C

ATLAS ASBESTOS COMPANY

NORTH WALES, PA.

MANUFACTURERS OF ASBESTOS PRODUCTS AND SPECIALTIES



STRATAFLO

flexible metal poppet

ALL POSITION

CHECK VALVES

Patented Flexible Monel Metal Poppet, cannot leak. Quiet, sensitive operation. For cold or hot water or steam. 200 lbs. pressure. Seven sizes. Ask for bulletin 204.

order from your Jobber

Strataflo PRODUCTS, INC.

FORT WAYNE 1, INDIANA



a silent operation

AJAX cabinet catch quiet and smooth as a kitten



No. 38 Roller Catch



No. 37 Friction Catch. No. 36 with ball head strike

Here's an "open and shut case" of silent, efficient operation in roller catches. New, improved white cold rubber assures lifetime resiliency. Elongated screw holes permit easy installation. Friction door catch is designed for special low cost installation. All AJAX cabinet catches are made of high carbon spring steel, oil hardened and heat treated. Guaranteed not to break. All metal parts are heavily nickel plated to a sparkling finish. Packed complete with all necessary screws.

Order today or write for detailed catalog information

AJAX HARDWARE OF PRESTIGE

Ajax Hardware Mfg. Corp.

4351 Valley Blvd., Los Angeles 32, Calif.

THE ROUND CHAIN DEALER SAYS:



"You bet I sell Round Chain!"



Chain is one of my best "bread and butter" items. Day after day... year after year it brings me steady profits . . . sure repeat business.

My Round Reel Salesman actually makes chain sell itself. It holds 4 reels (or equivalent in 1/2 or 1/3 reels) of popular small sizes of welded and weldless chain. Customers see it . . . and buy. So I ring up sales that might otherwise be lost.

A-5097

Round
ASSOCIATE CHAIN COMPANIES

THE BRIDGEPORT CHAIN & MFG. CO.
Bridgeport, Conn.
THE CLEVELAND CHAIN & MFG. CO.
Cleveland, Ohio
OHIO HOIST & MANUFACTURING CO.
Cleveland, Ohio
THE PLATING & GALVANIZING CO.
Cleveland, Ohio
THE ROUND CHAIN & MFG. CO.
Chicago, Ill.
ROUND CALIFORNIA CHAIN CO.
So. San Francisco and Los Angeles, Cal.
SEATTLE CHAIN & MFG. CO.
Seattle, Wash. and Portland, Oregon
SOUTHERN CHAIN & MFG. CO.
Birmingham, Ala.
WOODHOUSE CHAIN WORKS
Trenton, N. J.

Company officials also announced that they had designed two counter-top display cases for immediate delivery. Shown mounted on the illustrated display are a few patterns of the new Robeson Frozen Heat line of hunting and sporting knives, featuring the exclusive high-carbon stainless steel which is heat treated at 100 degrees below zero, for tougher and stronger steel. Many of the new patterns are made with densified wood, which is impervious to heat and acids.

◆

New Power-Grip Wrench Introduced by Colman . .

A new tool, known as the Power-Grip wrench, is being marketed by the Colman Tool & Machine Co., Box 364, Amarillo, Texas. Incorporating a rack-and-pinion action with an angle head, the wrench affords extreme pressure application in ordinarily inaccessible spots, it is claimed. Head thickness is only 1/8" while overall length is 5 1/4". Jaw opening gives an infinite number of sizes from 0 to slightly over 1/2".

A handy tool for applying a strong grip on small parts in close quarters, the wrench is said to be useful for machinists and mechanics, tool-and-die makers, radio and ignition repairmen and assemblers, instrument makers, appliance repairmen, and home hobby workers. Made of fine alloy steel, it is guaranteed unbreakable. Finish is non-glare black with polished straps.

◆

Weber Introduces New Nylon Leader Dispenser

Weber Lifelike Fly Co., Stevens Point, Wisconsin, is now offering the Coil-Clip, a nylon leader dispenser that is said to save both time and temper.

Built-in cutters on the clip enable fishermen to cut nylon to any length



quickly, and a specially designed clamp prevents nylon from unraveling between cuttings. A large 2-inch diameter spool lets nylon strip off straight. Constructed of metal, the spool will take wettings and rough use, it is claimed.

Coil-Clip dispensers are available with nylon in tests ranging from one to 20 pounds and lengths from 25 to 35 feet.

Also announced by Weber is a specially designed display for promoting the Coil-Clip.

◆

Rey Introduces New Carri-Ette Ice Box .

The Rey Co., 1471 W. Fond du Lac Ave., Milwaukee 5, Wisconsin, has introduced the Carri-Ette, a portable ice box or basket that is light, moisture-tight and strong. It is said to be ideal for protecting frozen foods from store, cold drinks to picnic, fresh caught fish, etc., since it keeps food cold up to 10 hours. Also, it will keep foods hot for hours.



Made of heavy cellulite fiber liner that is heat insulating and waterproof, and covered with plasticized fabric in red, blue, brown, or green, the basket is 12 x 9 inches in size and 10 inches deep. It will hold 10 soft-drink bottles with ice.

The Carri-Ette is now ready for volume distribution for summer selling and is priced to retail at $3.95.

◆

Herbrand Offers New Duckbill Tin Snips .

Herbrand Division, The Bingham-Herbrand Corp., Fremont, Ohio, is offering Duckbill tin snips that cut straight, circular or irregular shapes, cut patterns or curves cleanly and smoothly without bending the metal. This is due to the duckbill shape of the blade, it was announced.



The snips have a thin cutting edge and the handles are designed to give strong leverage action.

The snips are available in 7, 10, and 12 inch lengths.



The WRIGHT name is your guarantee of top quality in galvanized hardware cloth. Carefully woven, heavily and brightly galvanized, a Wright quality product all the way from rod to you.

Southern Representatives:
E. L. HORNBROOK
D. C. HORNBROOK
Box 176
Avondale Estates, Ga.

LAWRENCE J. BALDWIN & SON
306 Carondelet Bldg.
New Orleans 12, La.

WRIGHT

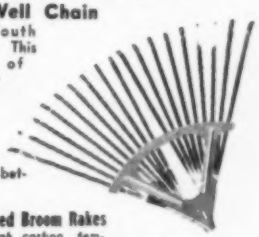
G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

ORDER THESE FAST SELLERS NOW!



Swing and Well Chain

First in the South with the finest. This chain is made of highest quality chain wire and then electro-plated of commercially pure zinc. A standard link and better formed.



Flat Wire Tempered Broom Rakes

The tines are of high carbon, tempered cold rolled flat wire, with rounded edge, 5/16" x .029. The tines are of one piece, interlocked into the frame of the neck, and cannot work loose. The combination is a rugged one that will give lengthy, satisfactory service—and due to the one-piece construction, will always retain its shape. Packed 6 Heads to re-shipping carton. The handle furnished is No. 1 hardwood, clear lacquer finish, 1 x 42 inches, packed 6 to a bundle. Combined shipping weight, 23 lbs. per dozen.



Galvanized Solid Clothesline

- Pliable—Easy to handle. Smoothly rolled. Easily unrolled.
- Non-Kink—will not splinter. Easy to clean. Will not soil clothes.
- Non-stretch—will not stretch as other materials will.

Package Units

Packed, 12 coils (80, 75 or 100 ft.) in re-shipping box. Makes easy inventory—insures full count—Simplifies handling and stock control.

"Serving the Jobber for 14 Years"

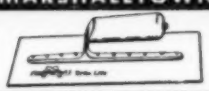
Wire Products
2715 North 24th St.
P. O. Box 5355

RUGGED ROBERT BRAND

Company
Birmingham, Ala.
N. Birmingham Station

★ MARSHALLTOWN TROWELS ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



MARSHALLTOWN



WANT HELP?

Each issue of SOUTHERN HARDWARE gives you many articles of immediate and lasting value. Here are just a few of the outstanding ones that have recently proven profitable to readers:

Maintaining a Prospect List
Farm Equipment Financing
Controlling Trade-ins
Selling Appliances to the Farm Market

If you are not already getting the benefit of this helpful reading—as a regular subscriber—send in your order today: $2.00 for three years and worth the money many hundreds of times over.

SOUTHERN HARDWARE
806 Peachtree St., N. E. Atlanta 5, Ga.

Scharf Magnelite LEVELS New!



⅓ LIGHTER than ALUMINUM

UNBREAKABLE FRAME OF EXTRUDED MAGNESIUM

- Profitable, Fast Selling, Nationally Advertised
- Adjustable, Replaceable Vial Units
- Available in 10 sizes from 12 to 72 inches
- Beautifully Designed, Accurate, Dependable

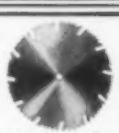
J. H. SCHARF MFG. CO., OMAHA, NEBR.



★ coping saw frames ★ compass saws and nests ★ hack saws ★ panel saws ★ pruning saws ★ block planes ★ hand saws ★ mitre saws

ENGINEERED QUALITY TOOLS SINCE 1919 — at popular prices
Nationally Advertised Products

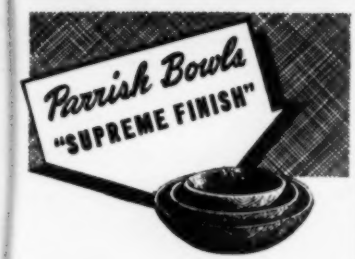
wood chisels ★ fore planes ★ keyhole saws ★ screw drivers ★ jack planes ★ hack saw frames ★ coping saws ★ smooth planes ★ circular saws ★ scratch awls ★ putty knives ★ wall scrapers ★



GREAT NECK SAW MFRS., INC.
MINEOLA, NEW YORK

. . . for the stars in our line see your jobber





HERE'S WHY THEY ARE THE FINEST

Amazing, secret, exclusive "Supreme Finish" is applied only to select bowls.

Odorless, colorless, it penetrates the wood, lasts a lifetime, preserves the natural colors, grain and beauty of the Wild Cherry wood or Michigan Hard Maple.

"Liquid Proof" bowls are only slightly less perfect than our "Supreme" line. Minor imperfections do not affect beauty or lasting quality. You can sell them in quantities at low popular prices. Stock "Liquid Proof" now—fast delivery, fast sales, more bowl profits.

J. SHEPHERD PARRISH CO.

285 W. WACKER DRIVE
CHICAGO 6, ILLINOIS

The World's Largest Manufacturer of Fine Wood Bowls

CLASSIFIED

FOR SALE

Remodeling our building to be devoted entirely to furniture. Our present stock of hardware for sale. Well diversified line. Tools, steel goods, housewares, electrical supplies, paint, sporting goods, pipe fittings, etc. Inventory at present prices approximately $8,000. Special price to anyone taking the entire stock.

C. G. GREEN COMPANY
201 S. Collins St. Plant City, Fla.

Inland Steel Issues Illustrated Catalog .

Inland Steel Products Co., 4157 W. Burnham, Milwaukee 1, Wis., has announced the publishing of its new 44-page Catalog No. 404, "Milcor Standardized Furnace Pipe, Gravity and Forced Air Fittings, Stove Pipe and Elbows."

Available to the trade upon request, the No. 404 contains product specifications, applications, prices, shipping and packaging data on a number of product lines, including: galvanized wall stack and accessories; galvanized furnace pipe and accessories; registers, grills and regulators; stove pipe and accessories; revolving, spinner and louver-type ventilators; Airtite wood burning heaters and Milcor portable bake ovens. It is illustrated throughout with over 200 photos and drawings, and is completely indexed for ready reference.

◆

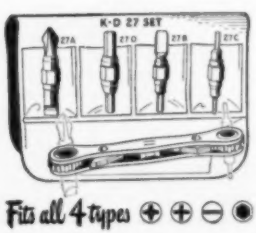
K-D Offers No. 27 Offset Ratchet Bit Set . . . . .

K-D Manufacturing Co., Lancaster, Penn., announces the addition of the No. 27 Offset, Ratchet Bit Set to its line

The set consists of a double end ratchet wrench, plus four double end bits for the following: one bit for Phillips, Reed & Prince screws, sizes 0 to 12; five bits for Hex keys, sizes 5/64", screw slots 3/16" and 5/16" wide.

Ratchet wrench has ¼" hex opening on one end, 5/16" on the other end. Box socket construction for upside-down work, reversible ratchet.

Bits and wrench are accurately forged and correctly tempered, it was announced, and have a rust-proof cadmium finish. The wrench is 3⅞" long, while bits are 1½ inches long, it was announced.



◆

Pflueger Fishing Movie "Guaymas Vacation" .

The Enterprise Manufacturing Co., Akron, Ohio, announces the completion of their movie of most unusual fishing scenes off the west coast of Mexico. The movie, with sound and in color, shows fine deep-sea fishing in Guymas, Mexico on the shores of the Gulf of California.

The film runs 15 minutes and covers baiting, trolling, strikes, playing of fighters and finally the boating. The action shows the capture of such fish as marlin, sailfish, triggerfish, mackerel, dolphin and other fresh water fish.

Several prints of the film are now available, and reservations should be made early, the manufacturer announced.

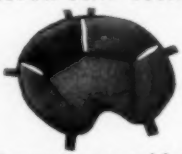
The film is expected to do much toward promoting greater interest in salt water fishing this season, and the manufacturer states that the film will be available for trade groups, social and business organizations, and other fields.

Ta-pat-co
HORSE COLLAR PADS



For every work horse and mule.
"The pad with the rust-proof red hooks"

Ta-pat-co
TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO HORSE COLLAR PADS SINCE 1881

MAY, 1951

Southern FARM EQUIPMENT

Section of SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 5, Ga.

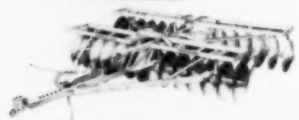




YOUR CUSTOMERS' SATISFACTION IS OUR *Greatest Asset* AND YOURS!

There is nothing so important in your business—or ours—as a good name. A good name in the farm implement business is the result of rendering a service. This is the only thing that spells CUSTOMER SATISFACTION. The farm implements recorded here have a reputation second to none for an honest return for every dollar invested in them. They are up-to-the-minute in design . . . made of the finest materials . . . and are the products of men who know the farming business and what is needed to do a time and money saving job . . . and they have real sales appeal. Customer satisfaction is built into every implement shown here. This is our guarantee to you. Why not see your distributor right away.

Roderick Lean



TRACTOR DISC HARROW

Roderick Lean

DISKMOR



WIDE TRACTOR SINGLE DISC HARROW

Roderick Lean

DISKWIK



TRACTOR DISC HARROW

Vulcan ZEPHYR TRACTOR PLOW



Vulcan ROLLER PULVERIZER



Harvey RACINE LINE

Roderick Lean

WAGON BOX UNLOADER



Roderick Lean

HOEMOR



ALL STEEL FLEXIBLE ROTARY HOE

HARVEY "Red-Hed" HAMMER MILL

HARVEY "Red-Hed" CORN SHELLER

HARVEY "Red-Hed" FARM ELEVATOR



Vulcan SPROCKET PULVERIZER



Write Farm Tools, Inc. for name and address of nearest Farm Tools, Inc. Farm Implement and Harvey Line Distributor.

Home Office
FARM TOOLS, INC.
MANSFIELD, OHIO

To attract repair business and to maintain the efficiency that assures repeat business, the company lists as essential a large, well-stocked parts department with trained personnel



Developing an adequate

Service Organization

This dealer believes that employees with a farm background can best provide the type of service farm customers demand

IF SERIOUS shortages of new equipment should develop, dealers must look to the service shop to maintain a reasonable gross volume. In short, the service shop will take on a new importance in every dealer's operation.

To attract repair business and to maintain the efficiency that assures repeat business, H. B. Duvall, a farm equipment dealer in Frederick, Maryland, lists three essentials for a going service department: well-trained mechanics, a large parts department, and congenial relations with customers.

"In hiring mechanics for my shop—and for any other department of the business—we consider only those who have been raised on a farm or who have a farm background," Duvall explained. "We prefer this type of employee because they are familiar with farm work and its problems, and they usually have good knowledge of what a farmer expects of machinery when it is put to work in the field."

To qualify for a mechanic's job in the Duvall company a prospect must be of reliable judgment and skill, and he must have had at least two years' experience in some shop within the Frederick trade area. Duvall believes that the prospective mechanic who can meet these requirements will be one whose reputation for dependable repair work is well-known among customers. Customers would tend

(*Continued on page* 108)



To qualify for a mechanics job with the firm, left, a prospect must be of reliable judgment and skill and must have had at least two years experience in some repair shop in the area



Garden tractors are such a valuable sideline for this business that a complete show window is given over to displays of this line. Year-'round display of garden tractors has paid off

By C. Thomas

Big Profits from

Garden Tractors

and Power Lawn Mowers

GARDEN tractors and power lawn mowers have proved to be profitable supplements to the heavier lines of equipment handled by the Bowers Implement Company of Muskogee, Oklahoma.

"While we sell this smaller equipment to our regular customers, these lines bring many new faces into the store," said Paul Bowers, owner of the business. "The majority of sales are made to people living on the outskirts of the city—those with an acre or so of land," said Bowers. "They want a small garden to produce their own fresh vegetables, and a garden tractor with the various attachments is just what they need.

"Oddly enough, it is the women who often buy these items. They sell their husbands on the idea, and it is their intention to use them," said W. L. Kaps, a company salesman. "But after the machines are purchased, we have learned that it usually is the man who uses them."

Often, the customer is persuaded to buy the tractor because of the large number of attachments available for the machine. "And another factor influencing their sale is the ease with which the various attachments can be changed."

Bowers has found that his line of garden tractors requires a minimum of service. "When anything goes wrong," he said, "usually it will be the motor. Fortunately for us there is a local motor dealer here. We farm this work out to him. This arrangement is much more satisfactory than attempting to handle such repair work in our own shop. Our men are more skilled on the larger equipment, and we are geared to handle that type of work. And there isn't enough of the small work to justify

(*Continued on page* 112)



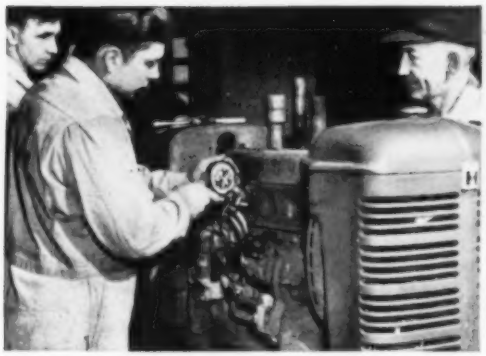
W. L. Kaps, company salesman, shows a power lawn mower to a farm wife, while her husband inspects heavier equipment



Prominent signs across the front of the building identify the Bowers Implement Company for the farm trade. Repair work is featured

IH Dealers Offer Experienced Help

A report to you about men and machines that help maintain International Harvester leadership



MOST FARMERS CALL A SPECIALIST when they need top-notch help. IH dealers can offer them this same specialization in servicing their McCormick equipment. IH-trained servicemen know McCormick machines. They work on this equipment the year around . . . do the same service jobs hundreds of time. That's why they work with the speed and skill of factory experts.



IH-TRAINED SERVICEMEN QUICKLY DIAGNOSE TROUBLE with modern test equipment . . . cure it with the help of IH-approved tools and equipment. They demonstrate to farmers how eliminating guesswork in the shop assures good work. They have instant access to over 6,000 service bulletins that help them do even the most complicated service jobs right . . . *the first time!*



KEEPING UP-TO-DATE IS IMPORTANT in service work. IH servicemen learn about new machines and machine improvements by attending service sessions with International Harvester district personnel. Farmers will be pleased to learn that IH shopmen are using on-the-job training and home study courses to sharpen their skills. This assures faster, better, lower-cost service.

IH ★★★★★ **5-STAR SERVICE**

★ **IH** Trained Servicemen ★ **IH** Approved Tools and Equipment
★ **IH** Blue Ribbon Certified Quality ★ **IH** Precision-Engineered Parts
★ **IH** Pre-Service Inspection for Scheduled Service

HITCH YOUR WAGON TO THESE STARS. IH 5-Star Service wraps up all farm equipment service needs in one package. It makes friends for IH dealers, and keeps their shops busy. It cures breakdowns quickly. It coaxes top performance from worn equipment . . . adds years to its life. IH 5-Star Service helps farmers produce the food, feed and fiber that keeps America strong—and free.

INTERNATIONAL HARVESTER

International Harvester builds equipment that pays for itself in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers. General Office, Chicago 1, Illinois



Occupying a prominent place on the display floor, tree saws, used for clearing land of second-growth trees and underbrush, are gaining in sales appeal. Demonstrations of saws are given on the floor and later on the customer's own property

•

By S. W. Ellis

The Profitable Market for

Land-Clearing Equipment

EQUIPMENT for use in clearing land and for improving pasture land is being given special emphasis by the Gill Tractor Company of McGehee, Arkansas.

According to E. T. Gill, owner of the business, sales of such equipment have added considerably to the company's annual volume.

Occupying a prominent place on the display floor now is the versatile tree saw, used for clearing land of second-growth trees and underbrush. With farm labor shortages developing and in view of the demand for more foods and fibers, this unit is gaining much sales appeal, Gill points out.

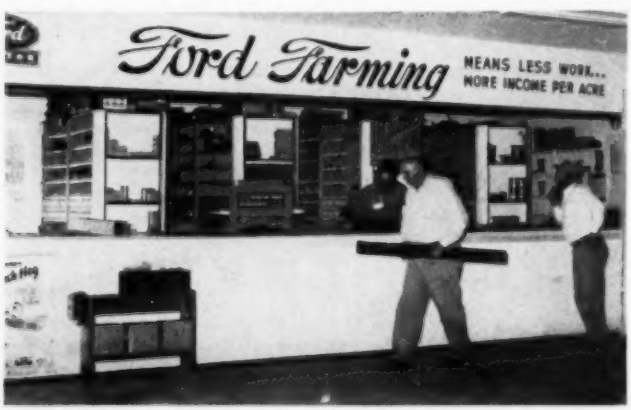
Many times a day demonstrations are requested, not only by farmers but by suburban and city people who want to use the implement as a lawn mower.

In towns the size of McGehee, with a population of 3,800, homeowners usually have large lawns and yards that grow up quickly in underbrush. The tree saw, costing less than most major household equipment, has a wide potential market, Gill believes.

(*Continued on page* 113)

Introduced to land-clearing equipment by Gill Tractor Co., customers usually return to purchase small tractors, which are displayed in front of the shop. Below, anticipating future war-time shortages, the owners are giving accessories and allied merchandise important promotion and emphasizing service







'STILL WATER runs down deep'

SOME PHASES of soil conservation are technical. Others are very simple. All the practices of modern soil conservation are simple in principle. Take, for example, the problem of run-off water:

When water runs helter-skelter across a field, productive topsoil goes along for the ride. Hitch-hiking particles of earth shove off to sea—little by little. Often one isn't aware that they're gone. But it takes only a generation or so for running water to "shanghai" fertile topsoil—to turn top-grade land into a second-rate farm. Such waste is bad "land economics" because rebuilding land that has lost its topsoil may cost as much as the prevailing price of good farm land.

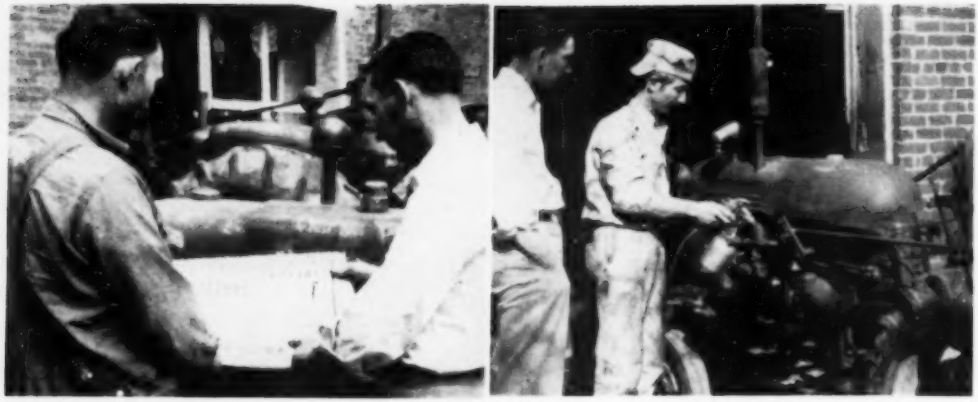
It's a different story when rain falls on contoured or terraced fields. The water is trapped. Still water runs down deep—seeps into the soil where crops can use it to produce bigger yields.

On sloping land, there are good reasons for planting crops on the contour—or with the terraces. The farmer usually produces more, and thereby increases his earnings. Equally important, perhaps, is that even while using the land, he preserves it not only for his own benefit, but for future generations also.

* * * *

As farm equipment dealers sell their goods to farmers, they can also sell soil conservation.

JOHN DEERE, MOLINE, ILLINOIS.



Advertising Brings in that

SERVICE VOLUME

SINCE J. C. Lee took over the management of the Manchester Equipment Company, Manchester, Tennessee, sales have increased five times, and the business has outgrown its present building, requiring plans for the construction of new facilities with 10,000 square feet of floor space.

Lee's sales record has been an impressive one in the year and a half in which he has headed the company. He has sold between 90 and 100 tractors with an accompanying variety of tools and attachments, 150 refrigeration units, and presently has such a backlog of orders for repairs of machinery and equipment that he has been forced to curtail his promotion of repair work in order to catch up.

All of which brings up the question of how this business has made such impressive gains. For one thing, Lee has in effect a promotional program and a newspaper advertising campaign which serve to keep the company and its services constantly in the minds of farmers in the area.

At the time this was written eight tractors were in the shop undergoing different degrees of reconditioning, while 25 more—still on farms—were waiting to be picked up. This is one example of how one phase of this business profited as a result of newspaper advertising and a follow-up campaign which urges farmers to put their machines in good working order before the spring season.

Each issue of the weekly Man-



Top: A farmer shows Winnett the repair work featured in an ad and says, "that's what I want done." Painting jobs, right, are promoted in newspaper advertisements

Bottom: J. C. Lee and Winnett go over an ad to decide what changes should be made for the next insertion. At right, a farmer talks to Winnett about buying a rebuilt and repainted tractor

chester Times carries from a third to a full page of the company's advertising, with messages tailored to fit Lee's specific offers.

The special offer that brought in such a deluge of tractor repair work was an advertisement urging farmers to get their machines in working condition during idle periods. One reason this ad got good results was the offer to pick up and return free of charge any machine needing repairs. In some of the ads, Lee listed prices of different paint jobs with lettering. In other ads was an offer of a $12.50 tune-up, listing the different adjustments this price covered.

While advertising alone brings in much repair work, this promotion is aided by aggressive field work. It is worth noting, however, that the company has built its large volume with only one field salesman, Kenneth Winnett, who works part time in the store.

In November and December, Winnett and the shop foreman, using the pick-up truck, go from farm to farm urging owners of their make of equipment to bring in their equipment for servicing during the idle winter season.

At each farm they check each machine for needed repairs and estimate the cost of such work.



Some of the machines need major repairs including paint or possibly a new motor. These check-ups result in many trade-ins of old equipment for new machines.

While the company will service any make of equipment brought into the shop, promotion of shop work is centered entirely on the lines of equipment the company sells. However, Winnett, in his field work, promotes sales of new equipment to users of other makes, and offers to take as trade-ins any

(*Continued on page* 115)







Harvester Co. Announces Cut-back in Production

BECAUSE OF A shortage of materials, International Harvester Company has announced deep cuts in production of three models of tractors and sixteen major farm implements.

The company said the cuts would be effective in April and May production and would be reflected in shipments to dealers and farmers during Many and June.

According to the announcement, the bar steel requirement of the company's farm implement division during this period of time is approximately 37,000 tons, and the company is short 13,500 tons of that amount. For farm tractor production, the company requires 16,970 tons of bar steel and is short about 3,020 tons.

Commenting on the production cut-back, John L. McCaffey, company president, said: "In making these reductions, we have done our best to make them where they would do the least damage from the standpoint of farm production. However, lost production of farm machines is bound to be damaging to the farmer in a period like this if government food goals are to be met when farm manpower is constantly dwindling.

"We have been told that this shortage of materials for essential farm equipment is not limted to our company, but is general among both large and small companies in the industry. The government has not previously given the industry any defense order ratings to help in procurement of materials.

"The government has now issued an order giving defense order status to farm equipment, to help the industry obtain materials during the month of June. This should help with our general situation and we are naturally glad to see this action taken. However, anything done now will not cure the situation for May and June shipments."

The company also announced that production of its motor truck division had already ben reduced, cutting the shipping schedules for April, May and June by 10,500 trucks.

The company's refrigeration division has already cut its production because of materials shortages and a government order limiting refrigeration production. The cut will reduce April, May and June shipping schedules by 31,552 units.

◆

Electric Calf Dehorner Introduced by Lenk . .

THE LENK Mfg. Co., 30-38 Cummington St., Boston, Mass., announces a new electric calf dehorner that is approved by dairy herd owners, county agents and agricultural colleges. It has been definitely established that the electric heat method of dehorning cattle is safe, humane and time-saving, it was announced.



The dehorner, built to specifications as recommended by a leading agricultural college, permanently removes horn buttons. When the unit is placed over the horn button, it comes in contact with growth cells and destroys them, thus preventing further horn growth. This is a clean, bloodless operation—superior to the use of harmful acids and pain-producing shears, it was announced.

Complete operating instructions are included with each unit. Informational literature is available from the manufacturer.

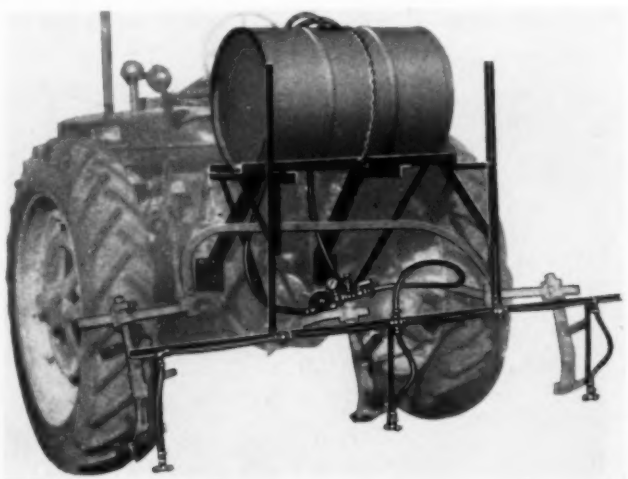
◆

New Tractor Sprayer Introduced by Comfort

A LOW price tractor-mounted sprayer that can be operated with or without a cultivator has been introduced by Comfort Equipment Co., Kansas City, Missouri. A universal bracket, which is furnished, makes for easy attachment to most row crop tractors.

The manufacturer points out this new addition to the Comfort line offers many practical features for spraying cotton and other row crops. Adjustable nozzle spacing and adjustable drops for between-row spraying and hollow cone nozzle tips are all standard equipment. Extension booms for coverage of four or more rows are available as accessories. Also, the nozzle tips are interchangeable, and flat spray tips may be used if desired.

The new Comfort cultivator mount model is said to offer many features which are standard equipment on the Comfort Multi-Purpose farm sprayer. The sprayer line also includes a high-pressure stock unit, and special boom jet sprayers for insecticide and right-of-way spraying.





A. B. Farquhar Company Opens Farm Implement Factory Branch In Columbus, Georgia

Assures Better Service to Southern Dealers and Customers

BECAUSE of the tremendous growth of our Southern business, the A. B. Farquhar Company of York, Pennsylvania, has opened a Farm Implement Factory Branch in Columbus, Georgia. A special Southern sales force has been assigned to the new Branch to further assure better service for Southern dealers and customers. In addition, the new Branch features a competent Service Division carrying a complete stock of repair parts.

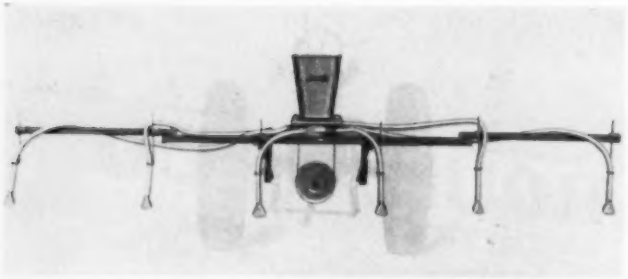
With the large number of Iron Age Farm Implements now in service throughout the South, Farquhar has long felt the need to establish better sales and service assistance for our Southern dealers. The Columbus Branch will handle the entire Iron Age line—the famous Iron Age Bandway Potato Planters, Vegetable Planters, Transplanters, Potato Diggers, Row Crop and Orchard Dusters and Sprayers, and the popular Iron Age Livermon Peanut Pickers and new Peanut Combines.

Throughout the years, the A. B. Farquhar Company has always made every effort possible to improve service for our customers and dealers. The opening of our new Columbus Branch is another step in that direction.

IRON AGE -
Best in the Field!

Dealers and farmers who have handled and used Iron Age Equipment for years agree it's "Best in the Field." Sell Iron Age and be sure of higher profits and more satisfied customers!

Farquhar
IRON AGE
YORK, PA.
POTATO AND VEGETABLE PLANTERS • TRANSPLANTERS
SPRAYERS • DUSTERS • POTATO DIGGERS • WEEDERS
MANURE SPREADERS • CONVEYORS • JUICE PRESSES
PLANT AND SPRAY THE IRON AGE WAY





NewIdeal Markets Tygart Duster and Distributor . .

NEW IDEAL Sprayer Co., Nashville, Ga., announces production of two new farm implements: a Tygart tractor fertilizer distributor and a Tygart Jumbo duster.

The tractor fertilizer distributor, designed to use with the standard cultivating units furnished by different tractor manufacturers, is quickly and easily attached. Positive and speedy adjustments are provided for an accurate fertilizer. Large capacity metal hopper is attached to welded steel frame—sturdily braced and balanced to assure long, trouble-free performance, the manufacturer announced.

Two flexible down spouts are adjustable for desired position in relation to the row. Extra cutting, drilling, etc., is not necessary, since correct mountings for practically all standard model tractors can be furnished. Approximate shipping weight of the unit: two row, 250 lbs.; single row, 145 lbs.

The Tygart Jumbo duster, designed to mount directly on the tractor, uses a minimum of parts and provides thorough dusting of row and cover crops, as well as orchards. The unit mounts behind the driver, where it is easily reached, and the operator is out of the dust. Mountings are simple, since mounting brackets fit into holes already provided by the tractor maker.

The large hopper holds from 75 to 100 pounds of dust, which is fed by mechanical feed into the fan. Fan shaft runs on ball bearings, and the powerful 14" cast aluminum fan mixes and floats the dust in air and drives it out through the large tubes. Dust is blown through the plants and bounced back up through them, for double coverage. The six-row machine offers tubes carried on a 16" wide folding boom, to offer complete coverage of 20 to 25 feet of surface.

The Tygart Jumbo duster is available in two sizes: 4-row and 6-row, and it is recommended for all crops where heavy dusting is to be applied. It handles all types of dust, including cotton defoliant, and is furnished with mountings for most all makes and models of tractors. Approximate shipping weight is 165 lbs.

◆

Deming Irrigation Pumps Described in Bulletin . .

A NEW, illustrated booklet known as Bulletin No. 800-A describes a wide variety of pumps and power units designed for irrigation service by The Deming Co., Salem, Ohio.

The various types of pumping equipment described include: side suction centrifugal pumps close coupled to Wisconsin gasoline engines; side suction centrifugal pumps directly connected to Chrysler industrial engines, with standard S. A. E. No. 4 flywheel housing; self-priming centrifugal pumps (one portable type with pump mounted on Briggs and Stratton gasoline engine, and other types powered by electric motors); side suction centrifugal pumps of the two ball bearing type; side suction centrifugal pump trailer units with flexible drive shaft to connect to rear power take-off from tractor; side suction and double suction centrifugal pumps furnished with belt drive, electric motor or gasoline engine drive; and shallow and deep well turbine pumps and jets.

NPA Order Gives Industry Right To Use Priorities

THE NATIONAL Production Authority has acted to facilitate the continued output of farm equipment.

Through Order M-55, the NPA has given producers of farm equipment authority to use defense priorities to obtain materials needed by the industry for its June 1951 production.

At the same time, in a second action, NPA moved to avert a threatened shortage of tires and tubes for farm equipment and essential trucks and tractors by ordering a further limitation on the use of rubber.

In its order, designed to speed up production of farm equipment, NPA gave manufacturers of such goods the right to apply ratings on their own certification to obtain materials or component parts required in June at a level equal to the average monthly consumption in the first half of 1950.

Manufacturers are permitted to extend the ratings only to their regular suppliers of the past two years, it was stated, and the suppliers are permitted to extend the orders where necessary.

In a second order affecting the industry, NPA told manufacturers of original equipment tires and tubes for passenger cars that they may not supply more than four tires for each car produced, that they must use the rubber thus saved to make tires or tubes for trucks, truck trailers, tractors and farm equipment, and that no producer of commercial and agricultural transportation products may reduce in April the proportion of his rubber consumption which he devoted to their manufacture in the first quarter of 1951.

Feature the BEST during Pump Month



. . . insure pump profits *all* year *every* year

May—Water Systems Month—can be highly profitable for *you*. Goulds dealers last year reported that hard-selling May promotions—with Goulds special aids—became a sound basis for highly profitable volume in pumps, in related items, and in merchandise that has nothing to do with pumps!

Use Goulds Promotional Material - IT PAYS !

Attractive . . . colorful window streamer designed especially for Water Systems Month. (7" x 35")



Attractive, colorful, effective . . . Goulds wall poster (22" x 34") sells Goulds pumps.



Novel counter card (8½" x 11") holds full-color Goulds literature in pocket.



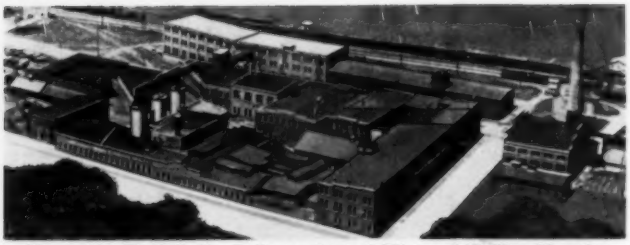


Full-color poster (27" x 41") sells prospects the advantages of running water.

All promotional material shown is FREE! Write us today if you haven't already received your Water Systems Month sales and profit aids.

GOULDS PUMPS Inc. • Seneca Falls, N.Y.

GOULDS WATER SYSTEMS
Since 1848
FOR EVERY FARM AND HOME NEED



Above, the Kendallville, Indiana, plant of Flint and Walling Manufacturing Company which is celebrating its 85th anniversary

Flint & Walling Observes 85th Anniversary . . .

FLINT & WALLING Mfg. Co., Kendallville, Indiana, is celebrating its 85th year in the pump business. In January, 1866, Simeon Flint and David Walling began production of wooden hand pumps in a 20 x 40 foot structure on the site of the present factory. In 1878 Simeon Flint had his new type Star windmill invented and ready for production after 10 years of experimental models. At the same time, David Walling was hard at work inventing and perfecting single-acting three-way and double-acting force pumps which became popular uder the Hoosier and Fast Mail trade names.

The factory was completely rebuilt with all new machinery in 1886 and was incorporated and reorganized. The company continued to grow rapidly and required constant enlargement until today it occupies eight acres of floor space.

F&W has been responsible for many improvements in water pumping equipment since the early windmill and hand pumps. Among the latest inventions is the Variable Ejector principle incorporated in each Varijet Bullet Pump produced for shallow wells and the automatic control valve and cartridge type seal for all deep well jet pumps.

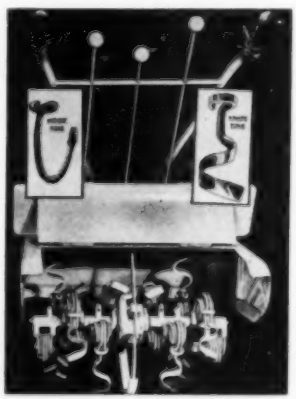
An 85th Anniversary commemoration folder is available upon request. It reproduces pictures of the founders from old tintypes and product illustrations reproduced from old wood engravings. F&W already is planning an open house celebration early in the summer for the citizens of Kendallville. The company extends an invitation to tradesmen everywhere to visit the Flint & Walling plant and its personnel.

◆

Windolph Manufactures New Rototiller Tines .

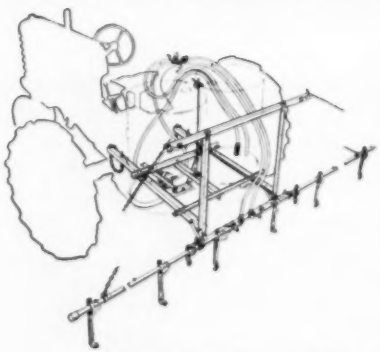
A NEW self-cleaning and self-sharpening knife-edge tine for rototillers and most all popularly-known makes of rotary tillers has been ordered into full production by the Windolph Tractor Co., 1135 S. W. Yamhill St., Portland, Ore.

The new knife tine has a modified "S" shape, which together with the knife-sharp edge is said to give the new tine superior qualities for chopping up sods, weeds, tall grass, or cover crops into a finely pulverized mulch. The knife edge also overcomes the problem of the tines becoming "balled up" when tilling grass, it was announced.



The new knife tines till up to 10 inches deep. They are made of a special electrically-refined armaloy steel and are available in both right and left handed styles. A full-equipped tiller will work the soil for the full width of the machine.

A NEW ADDITION TO KROMER POWER SPRAYERS



COTTON SPRAYERS AND KITS

Developed

for weed and insect control in cotton.

Designed

on specifications of cotton producing areas.

Guaranteed

booms and tanks against rust and corrosion.

KROMER NOW OFFERS

- Cotton Sprayers and Kits
- Tractor Mounted Sprayers
- Rear Barrel Mounted Sprayers
- Special Ford and Ferguson Barrel Mounts
- Portable Sprayer Units
- Highway and R.E.A. Right-of-Way Sprayers
- High Clearance Self-Propelled Sprayers

Write Today for Literature and Prices.

O. W. KROMER CO., Dept. 520, Minneapolis 11, Minn.



The leaf-saving pick-up and 10-ton-per-hour capacity of New Holland's "77" automatic twine-tie baler are making extra profits for farmers *and* dealers.

Fastest selling baler on the market!

● There are good reasons why more and more farmers are growing grass as a crop—and why they've made the New Holland "77" the fastest selling baler on the market.

Not only is grass one of the least expensive feeds, but it can also pay big dividends in other ways. When grass crops are rotated with corn the loss of nutrients due to erosion is cut *up to 50%* and corn crop yields are *increased up to 40%!* That's why farmers everywhere are becoming grasslanders—for immediate profits and future security.

Farmers prefer New Holland

With this big swing to grassland:ing, New Holland dealers are making extra profits. For farmers know they get better feed with the leaf-saving pick-up and the high capacity of the "77"—a capacity that lets them gather their hay before it can be weather-spoiled. That's why farmers prefer New Holland's line of farm-engineered and field-tested machinery. They know it will *perform* . . . and *last!*

To get your full share in the ever-expanding market for grassland machinery, be sure to carry the complete New Holland line. If you'd like to take over a dealership that may be open in your area . . . or develop a new territory . . . write us. We'll be glad to talk it over.

WHY TODAY'S GRASSLAND FARMERS TURN TO NEW HOLLAND

New Hay Head



Forage Harvester with 1"-is new windrow attachment handles up to 18 tons of grass silage per hour, one man does the work of 3 or 4.

High Capacity Row Crop Attachment



Now—up to 20 tons of corn per hour! Has extra-wide gathering points. Cuts corn at butt, lifts it onto apron base first.

High Speed Tractor Mower



Has 7-foot cutter bar, will cut the heaviest stand of forage at speeds up to 5 m.p.h.

New Wire-Tie!



Up to twice the capacity of other wire-tie balers with this new Model "80." Ties knot in exclusive "inline twist" that lies flat—and holds.

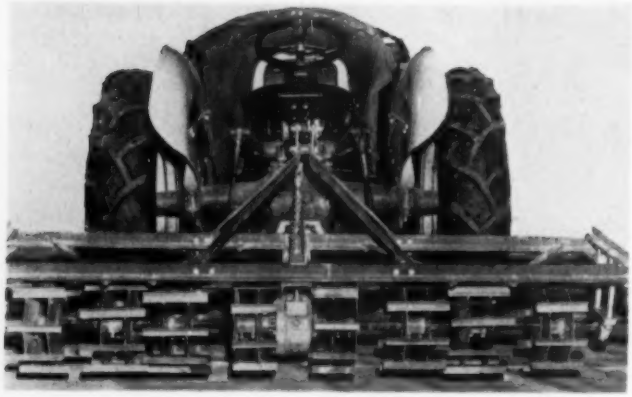
NEW HOLLAND

"First in Grassland Farming"

NEW HOLLAND MACHINE COMPANY, NEW HOLLAND, PA.

A Subsidiary of the Sperry Corporation

Minneapolis • Des Moines • Kansas City • Brantford, Ontario



Cultro Announces New Ford-Ferguson Cultro .

A CULTRO rotary cultivator to fit rear bar cultivator bars has been announced by Cultro, Inc., 203-4 Yates Bldg., Boise, Idaho, to fit Ford-Ferguson type tractors. The Standard Cultro cultivator, which has been in use for several seasons, is built to fit front bars on conventional tractors, while the new model embodies all the advantages of the Standard cultivator, in that its "short hoe bite" and method of shallow, precision cultivation has offered labor-saving features and crop increases.

The Ford-Ferguson Cultro is easily and quickly attached to the tractor, using only four bolts on the PTO housing. An interchange of two sprockets gives two operation ranges of speed for early and late cultivation. Power is transmitted backward to the machine through heavy drive shaft and universals. Cultrovation sifts the finer soil particles downward in the depth cut, leaving coarser particles, along with weeds and trash, on top, which inhibits wind erosion and tends to protect the young plants, it was announced.

◆

Small Humidifier Announced by Daffin

DEVELOPMENT and production of a new all-purpose humidifier is announced by Irl A. Daffin, president of Daffin Manufacturing Co., Lancaster, Penn. A small table-model type, the unit is designed for use in hatcheries, egg storage rooms, cold storage rooms and compartments, in the home, and other places where a lack of proper humidity is harmful either to the personnel present or the materials being handled.

Distribution outlets for the Daffin Humidifier Model 500 are now being established throughout the country. Listing for less than $75.00, the unit measures nine inches across and five inches high, and has a 2½-pound output of water per hour. It contains an automatic valve and may be adapted for automatic control with a humidistat.

◆

Comfort Introduces New High Pressure Sprayer .

FOR insecticide, livestock, roadside and orchard spraying, Comfort Equipment Co., Kansas City, Mo., has added recently the Comfort Special self-contained high pressure unit for spraying at pressures from 0 to 300 lbs.

The unit is designed for easy attachment of the Comfort high pressure spray gun or the Comfort boom jet single or double nozzles.

The gun and boom jet attachments are sold individually or together with the unit, depending on individual requirements. According to the manufacturer, the double boom jet unit is capable of a maximum spray pattern 52 feet wide at 60 lbs. pressure with nozzles set at a 4-foot height.

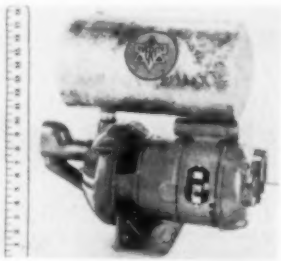
This is the second sprayer that the Comfort Equipment Co. has announced this season. Previously a special Cotton cultivator mount sprayer was added as a companion model to the Comfort Multi-Purpose farm sprayer.



◆

Everite Introduces New Shallow Well Jet Pump

A NEW shallow well jet package system with three-gallon tank has been announced by the Everite Pump & Mfg. Co., Lancaster, Penn. It will be known to the trade as Figure 4003 and is a compact, yet high capacity, unit. Figure 4003 is 10½" wide, 18½" long and 18" high, with a capacity to 600 GPH, depending on the water level in the well.



According to company officials, the unit is outstanding in its ability to handle a large number of outlets at one time, and is particularly suited for those applications where a large storage of water is not required.

The new system consists of: horizontal shallow well jet pump direct connected to a ¼ h.p. single phase capacitor motor with built-in overload protection, pressure switch set at 20 to 40 lbs. Complete with one-inch check or foot valve as ordered and an 8 x 14 inch galvanized tank.

J. B. Trotman, executive vice president of Everite, points out that one of the outstanding features of the package system is that the user can easily adjust the capacity of the pump to the flow of the well—if the well at certain seasons would yield only two gallons per minute, for example, the pump can be adjusted to that capacity.

OLIVER

Where Less Inventory Produces More Profit!



Fewer replacements need be carried in stock for Oliver "66", "77" and "88" Tractors than any other three comparable prime movers you can name. For the greater percentage of parts for this Oliver tractor fleet are *interchangeable.*

For example, such parts as timing gears, valve guides and springs, rocker arms, governor, oil pump, water pump, etc., on the "77" are identical with those for the "66" and "88". What's more, the manufacturing economies resulting from the greater production volume of these interchangeable parts permit the inclusion of features and quality materials in all three models not otherwise possible.

Oliver's tractor standardization program reduces inventory requirements. Less capital is needed . . . handling time is halved . . . shipping and storing costs are reduced. The big savings an Oliver dealer thus effects, and the improved repair service *interchangeability* provides, adds up to *bigger profits.* The OLIVER Corporation, 400 West Madison Street, Chicago 6, Illinois.

OLIVER

THE OLIVER CORPORATION

"FINEST IN FARM MACHINERY"



A. M. Kircher, Hume Parts Manager, Dies

A. M. KIRCHER, manager of the parts and accessories division of the H. D. Hume Co., Mendota, Illinois, died on March 5, at the age of 55.



A. M. Kircher

Mr. Kircher, a University of Illinois graduate in Civil Engineering, was associated with the Parsons Company of Newton, Iowa, for 13 years, and later with the Whitaker Manufacturing Co. of Chicago. He has been associated with the H. D. Hume Company since October, 1948.

◆

Service Organization

(*Continued from page* 93)

to follow such an employee because of his fine workmanship.

A new mechanic is placed under the shop foreman and when he appears ready, is sent out on the road to handle certain jobs.

"Our aim is to make a good road man of him, a man who knows how to do practically everything when he gets to a job," Duvall explained.

Any service calls from the field are taken by Duvall or the parts man, for it depends on intelligent questioning and interpretation of the behavior of farm machinery in a breakdown whether that repair can be carried out in one service call. The man who receives that call is largely responsible for the right parts and for a quick, efficient repair at a minimum cost to the customer.

"We try to keep our service charges low and have at the same time a fair margin of profit," said Duvall whose aim it is to have to make no more than one service call and so save a customer's money.

(*Continued on page* 110)

ELECTRIC

THE WAGON for 1951

★ **In 1951 we offer advanced designing for longer wagon life, more convenience, heavier pay loads — plus famous ELECTRIC dependability and value.. the finest line of wagons in all ELECTRIC'S 61 years. Note their selling features.**



MODEL 650

Greater capacity and greater strength make ELECTRIC wagons the leaders in their field. Designed for use with either standard bolsters or spring bolsters as illustrated below. The bolsters are sturdily built of heavy formed steel with stakes adjustable for a 38" or 42" box.



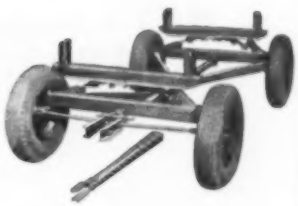
WRITE FOR THE NAME OF YOUR NEAREST DISTRIBUTOR

ELECTRIC WHEEL CO

2805 CEDAR STREET
QUINCY, ILLINOIS, U. S. A.

A COMPLETE LINE

ELECTRIC offers a complete line of wagons to meet every farm need. Both auto steer and fifth wheel models are available, with carrying capacities from 6,000 to 10,000 pounds, and reaches adjustable from 7 to 12 feet.



GALVANIZED STEEL WAGON BOX

The new ELECTRIC Model 727 flare type wagon box has all of these selling and service features: heavy gauge galvanized steel body resists rust, acid, and wear; one-piece formed sides with a substantial lap underneath the floor give added support; sliding type endgate, which can be locked in either open or closed position, is easily operated by one-piece lift bar; extra heavy tongue and grooved floor (of specially treated lumber to prevent decay) is sturdy and GRAIN TIGHT; lower and wider body can be used with mechanical corn pickers, combines, etc.; larger capacity and high quality at low cost.



Once the trouble is determined, the road man is off without a moment's delay, to get to the spot as quickly as possible. He has filled out the service ticket and time card and pulled the parts from stock. He may be taking with him, as a special service to the customer, any additional merchandise that has been requested. For at the close of the telephone conversation, Duvall or his parts man invariably inquires whether the farmer needs bailer twine, sections, guards, plowshares or other parts since these would be delivered on the same trip at no extra cost.

In the majority of cases additional sales do result and at a saving to the farmer.

A second essential for an efficient repair shop is a well-stocked parts department, and in this connection Duvall maintains a $30,000 parts inventory, controlled by a perpetual inventory system.

When a new machine is announced to the territory, Duvall, his shop foreman and parts man sit down and estimate the parts to be used. They study the new machine, for example, a baler, and determine parts and quantities to be stocked.

Before machinery is delivered, it is a policy at Duvall's to set the equipment properly in the shop. Machinery is lubricated and power-driven equipment is permitted to idle for a brief period so that the mechanical operation may be observed periodically.

After the machine is put into use, two or three service calls are made free of charge to make certain that the customer is completely satisfied with the operation of the equipment.

In Duvall's opinion the parts department is the real key to sales of new equipment. He emphasizes that farmers, in buying new machinery, want to know that the equipment in use is backed up by a parts department that can be counted upon to supply a needed part with no loss of time. Duvall's parts department is open six days a week, and employees alternate in keeping the department open on Sundays.

Lastly, Duvall stressed the value of cordial relations with customers. Duvall and his wife identify themselves with the farm population. Having been born and reared on a farm they attend social gatherings in their trade area, go to church suppers, mingle with their customers in the personal and social events that are part of the life of this community.

The salesroom and office are well-kept, and at all times pleasant and courteous service is offered to customers and their families as an assurance of gaining repeat business.

"I want a farmer to feel that if he is too busy to come in for a needed part, that he can send his wife or other members of his family in without hesitation," Duvall explained.

◆

Herschel Opens Toledo Branch Warehouse . .

CONSTRUCTION of a new and completely modern branch warehouse and office has been completed by the R. Herschel Manufacturing Co. at the corner of North Westwood and Hill Avenue in Toledo, Ohio.

Officials of the company at Peoria, Illinois, announce the appointment of A. G. Weppler as branch manager. Operations are getting under way at the new location, and some shipments already have been made from that point.

Pave the way to Future Implement Sales



with a complete line of HERSCHEL PARTS

When breakdowns occur in the field — your customers need repair parts that install easily and stand up under rugged conditions. Herschel Parts "fill the bill" in every way! They're accurately made—GUARANTEED TO FIT. They're field-tested —designed to stand up under the pressure of high-speed power farming.

By supplying farmers with dependable Herschel Parts — you build customer satisfaction and good will that paves the way to future implement sales — *more profits for you!*

The Herschel Parts line is COMPLETE. Order ALL your requirements from this ONE reliable source.

Use Herschel Parts for repairing all makes of cutter bars.

R. HERSCHEL MFG. CO., Inc.

FACTORY AND MAIN OFFICE: PEORIA, ILLINOIS

Branches: Auburn, N. Y.; Minneapolis, Minn.; Harrisburg, Pa.; Omaha, Neb.; Toledo, O.

DISTRIBUTORS:

R. C. Cropper, Macon, Georgia — The Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

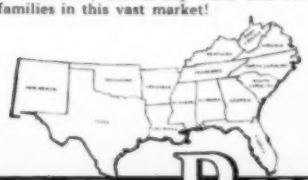
MORE SOUTHERN RURAL FAMILIES READ FARM & RANCH-SOUTHERN AGRICULTURIST THAN ANY OTHER MAGAZINE and

More readers mean more buyers

YOUR DIRECT LINE TO MORE BUSINESS IN THE ELECTRIFIED SOUTH

Since 1940 there has been a 527% gain in farm electrification in the South—more than double the national gain. Today, there are more electrified farm homes among Farm & Ranch-Southern Agriculturist subscribers than the *total circulation* in the South of any national magazine.

Farm & Ranch-Southern Agriculturist is your highline approach to more than a million modern, able-to-buy farm and ranch families in this vast market!



CIRCULATION GUARANTEE

1,290,000

Advertising in Farm & Ranch-Southern Agriculturist . .

- **Reaches more Southern families than any general magazine . .**
- **More Southern homemakers than any women's magazine . .**
- **More Southern farms and ranches than any other farm magazine.**

Circulation leadership . . . plus circulation quality . . . plus editorial influence . . . adds up to the BEST ADVERTISING RESULTS! Write, wire or phone for the number of Farm & Ranch-Southern Agriculturist subscribers in any Southern or Southwestern county. Compare these figures with those of the second farm publication—and you'll be convinced!

FARM AND RANCH SOUTHERN AGRICULTURIST

Farm and Ranch Publishing Co.
318 Murfreesboro Road
Nashville 10, Tenn.
Telephone: 42-5511

New York 17
122 E. 42nd St.
MUrray Hill 5-6815

Chicago 1
333 N. Michigan Ave.
Dearborn 2-5182

Atlanta 3
410 Forsyth Bldg.
Lamar 8811

Dallas 2
2027½ Young St.
Riverside 1181

Los Angeles 17
Simpson-Reilly, Ltd.
1709 W. 8th St.
DUnkirk 8-1179

San Francisco 3
Simpson-Reilly, Ltd.
703 Market St.
Douglas 2-4994

CHAPIN
ANNOUNCES
A NEW
QUALITY LEADER



to HIGHLIGHT Your GARDEN DISPLAYS

This Chapin No. 575 Continuous Hand Sprayer will be a traffic-stopper in your Spring Garden Windows. Feature it also on counters and mass floor displays of gardening items. It's a natural for the "green thumb" type who wants to keep his garden in tip-top shape. This high-quality, de luxe sprayer is loaded with sales-building features: new and improved design; attractive, highly-polished, two-tone appearance; pump barrel of one-piece seamless brass; tank of deep drawn copper with soldered bottom. Gives continuous atomized spray under slow, easy pumping. Add this fast-moving, quality unit to your garden department. A complete line of Garden Sprayers including many efficient tank-type models. Write for Catalog No. 51—gives complete buying information.



R. E. CHAPIN
Manufacturing Works, Inc.
100 Chapin St.
BATAVIA, N. Y.

Model No. 180
3½ Gal. Cap.

Garden Tractors

(*Continued from page* 94)

our setting up and operating a separate repair department."

However, Bowers does carry a complete line of parts. This prevents customers being held up should the dealer who does the repair work be out of a particular part.

Power lawn mowers also have proved to be a valuable sideline. Farm women have become increasingly conscious of the outside appearance of their homes, Bowers pointed out. There is hardly a consumer magazine they subscribe to that doesn't feature farm homes with beautiful lawns and flower beds.

"When these people have a lawn they have a real lawn—not a patch of grass in front of their homes," said Bowers. "The lack of proper equipment to care for large lawns has deterred many farmers from having one for years. The average farmer could not afford to take the time to mow a large expanse of grass with a hand mower."

One Line Handled

The company handles only one line of lawn mowers. "We find this to be better for our particular operation," said Kaps. "Due to the various needs we have found it advantageous to handle one line—and all the models in that line—rather than to attempt to take on several lines, but handle only the more popular models in each."

Frequently, it is the farm wife also who makes the decision to buy a power mower. For that reason Bowers utilizes both interior and window displays, so that when farm couples visit the store the wife will be attracted to this line.

Many dealers display power lawn mowers only during certain seasons, but not Bowers. "Few people decide on a purchase like this on a sudden impulse," he said. "The first time they see them may arouse a faint desire to possess one at a later date. By keeping these units on display the year 'round the customer is more likely to buy the machine here when he decides to make the purchase.

"During the winter months we sold several for spring delivery. We feel sure that if these sales had not been made when they were, we would have lost several of them to other dealers."

The most convincing selling point is that of proving to the customer that the mower will start on a moment's notice without being "tinkered" with.

"The average farmer has had too many unhappy experiences with small motors and engines," said Kaps.

Urban Trade

But not all sales are made to farmers. Many people living in town have a lawn of some size to keep. Where many used to hire a yardman part time, they are now doing their own yard work. Day labor is high, and often hard to get.

"Customers of this type need a lot of detailed instruction and demonstrations. It is tacitly understood that when they buy a power lawn mower all they expect to do is steer it," said Kaps.

Company officials do not claim that the lines help in any way to sell heavier farm equipment. They were not added for that purpose, they say. The lines were taken on as a side line that would produce additional revenue, and have done just that.

MIDWEST HEAVY-DUTY ALL STEEL GRAIN BINS



MIDWEST HEAVY-DUTY grain bins are good grain bins. Unusually easy to erect. Weatherproof — Vermin-proof — A.A.A. Approved. We have a few bins in stock now. Shipments made same day order received when stock is available. Contact us for your grain bin requirements.

Midwest Steel Products Co.
(Good Products Since 1919)
121-Y Railway Exch. Bldg., Kansas City, Mo.

Land-Clearing Equipment

(*Continued from page 96*)

Whenever Gill or his salesmen see farm land or large town properties that need work done which the tree saw can perform, they ask the owner if he would like a demonstration.

"We have to demonstrate to prove that the implement will do the job," he admitted. "The demonstration on our sales floor or on our parking lot attracts interest, but it does not close the sale. That is done after the prospect sees the implement in use on his own underbrush."

The Gill Tractor Co. has grown and multiplied its volume through excellent service and aggressiveness, demonstrated in an outstanding manner among customers for land-clearing equipment. All equipment is set up completely for the customer and adjusted to operate efficiently.

A salesman makes sure that the prospect understands operation of the unit and its future care. Call backs insure the buyer's complete satisfaction.

Farmers who still use horse-drawn equipment buy the moderately-priced tree saw. Gill likes to sell the unit to them, because often it paves the way for other sales of power machinery by proving to the buyer that machinery does more than muscles.

Gill has sold several small tractors recently to farmers who used the tree saw to put unused land into cultivation.

"Some of our customers have bought two tree saws to lighten the job of clearing undergrowth," he said.

Gill has swung heartily into the better-pasture program of his area. Working with the county agent in offering equipment for demonstration, he finds frequent use of the tree saw in this educational campaign. Good pastures are easy to maintain with this equipment. He believes this himself and contrives to pass on this conviction to farmers interested in improving their pastures.

On the tree saw, as on all other equipment sold by this dealer, a guarantee of 90 days service is offered. To emphasize this, the representative who makes the call-backs on the buyer frequently refers to the guarantee. He tells the customer about the complete parts department, which stocks $17,000 worth of parts, and the four skilled mechanics who offer fast day and night service.

"Nearly everyone who buys the tree saw," Gill said, "wants to know how well we can supply replacement parts and give repair service. We convince them that we can repair or replace any part, including the motor.

"As a practical farmer myself, I understand the importance of knowing how to use new equipment and getting all possible service from it. We not only instruct the buyer in the use of the equipment, but also supply him with all the available printed instructions. Sometimes a picture or a few paragraphs of printed instructions clarifies something that the buyer does not quite understand immediately."

Gill pointed out the fact that current demand for various units changes with the territory and the factors governing national needs, which throws upon the individual dealer the burden of knowing his own territory and his customers.

Knowing his customers and the sales potential of his territory aids him in profitable promotion of the equipment that has the most cur-

Rugged All *New* 1951 K-SPRAY Guaranteed Farm Equipment

Models for
★COTTON
★CORN
★GRAIN
★LIVESTOCK

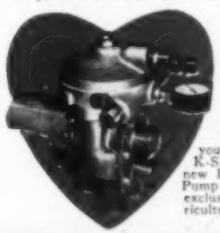


for Insect, Weed Control

THE popular new precision-engineered K-SPRAY proves a big help to busy, time-and-expense-conscious farmers everywhere.' Satisfied owners declare their tough spraying problems are neatly solved with K-SPRAY's many exclusive farm-planned features. You see, K-SPRAY is not just "another sprayer" . . . it's a **specially designed piece of FARM EQUIPMENT!** That's why this sturdy, efficient new K-SPRAY takes the hardest jobs in stride. For cotton, corn, grain, or livestock spraying.

KUPFER Products' efficient HYDRO-MASTER PUMP, heart of your heavy duty K-SPRAY (developed exclusively for agricultural spraying) assures smooth, trouble-free spraying at all times. K-SPRAY's unique triple-filtering **before** solution reaches nozzles (with low-cost milk filter discs) slashes expense, lost time, of clogged nozzle spraying delays.

SATISFIED owners report all-purpose K-SPRAY is easy to install . . . easy to operate. Check the impressive list of extras on this rugged new K-SPRAY. You'll see why smart farmers get better, faster weed and insect control—the K-SPRAY way! Eye, try, **buy** it at your K-SPRAY dealer—today! Write for colorful free booklet.



The heart of your heavy-duty K-SPRAY — the new Hydro-Master Pump . . . designed exclusively for agricultural spraying.

DESIGNED FOR . . .
- top farm efficiency
- tractor, trailer, jeep
- sprays all chemicals

KUPFER PRODUCTS, INC. MADISON 4, WISCONSIN

The HUME Line



Hydro-RIGID DISK FRAME

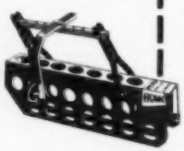
Makes farmer's PRESENT disk a rigid, hydraulic disk. Features patented self-leveling hitch. Adjustable from 9 to 19 degrees. Improves disk performance; saves loading, unloading — acts as a transport.

HUME PICK-UP REEL



Harvests bigger yields of small grain and soybeans whether standing or down-tangled. Fits every make and model of combine.

Perfo CROP GUARD



Permits high-speed cultivation of small plants without damage from lumps or smothering. Fits any row-crop cultivator.

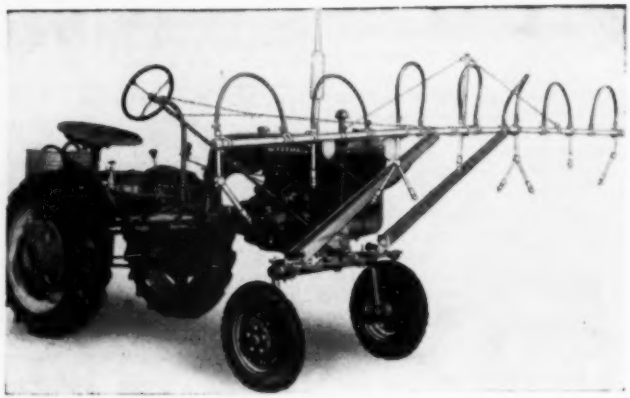
HUME GREEN CROP HARVESTERS



For green crops. Tractor-Rower cuts and windrows in one operation. Loader loads at high speeds.

ALSO MANUFACTURERS OF Cut-Lode Harvesters, Floating Cutter Bars, Lifter Guards. Write for details on the Hume line and franchise.

H. D. HUME COMPANY
MENDOTA, ILLINOIS



rent demand or the most promising future.

Anticipating shortages that are bound to come, he is giving accessories and related merchandise important promotion on his sales floor and in advertising. High on the list of items that are linked with service are lubricants, batteries, and tires.

"Service is something we'll have for sale when new equipment is scarce," he concluded. "Linking service promotion with all equipment sales now is bound to pay off in the months to come," he concluded.

◆

Farm Tools Announces Newly-Elected Officers

AT A meeting of the board of directors of Farm Tools, Inc., Mansfield, Ohio, the following officers were reelected: E. J. Steger, vice president and general manager; F. L. Derror, vice president in charge of production; Fred S. Kelly, treasurer; and Miss M. M. Laudon, secretary.

The following appointments also were announced. Edgar A. Berry was promoted to vice president in charge of procurement. He became associated with the company in 1933 as a junior buyer in the purchasing department and was made director of purchases in 1948, when Farm Tools, Inc. was purchased by the Schott organization. He will handle all procurement for the Harvey, Vulcan and Roderick Loan lines.

John S. Jones was promoted to sales manager. He joined the firm in 1947 in the capacity as salesman and has been acting sales manager since 1950.

Small-Tractor Sprayer Announced by Century

A NEW all-purpose farm sprayer in one and three-row models, designed specifically for small tractors, has been announced by the Farm Equipment Division of Century Engineering Corp., Cedar Rapids, Iowa.

The new sprayer includes such features as tractor-seat control of pressure, flow and raising of the boom; direct drive PTO jump; adjustable row spacing; Neoprene hoses; and solid cone nozzles, whose extensions or drops are included with the sprayer to permit the use of 1, 2, or 3 nozzles per row, so the sprayer can be used for cotton insect control. It also can be used for truck garden crops and other small acreages.

The new Model E sprayer can be purchased as a 1-row unit and later converted to 3 rows, by ordering the No. 714-K kit, or it can be purchased originally as a 3-row unit. An outlet is provided on the regulator for hand spray gun, which can be purchased separately, if desired.

Model E will mount on the front of all small tractors, and on the rear of any tractor having a U-shaped drawbar.

◆

Roseman Mower Co. to Expand Sales Areas . . .

JOSEPH A. Roseman, Jr., vice president in charge of sales for the Roseman Mower Corp., Evanston, Ill., manufacturers of gang mowing equipment, announces that his firm will soon inaugurate a more aggressive dealer program.

(*Continued on page 115*)

Certain territories in the United States are not now properly represented, and inquiries are welcomed from established concerns in the lawn equipment business who are interested in adding gang mowing equipment to their present lines, it was announced.

Inquiries should be addressed to Roseman Mower Corp., Evanston, Ill., attention Joseph A. Roseman, Jr.

◆

Advertising Brings in Service Volume . . .

(*Continued from page 99*)

used machines of other manufacture.

Lee's policy of picking up and returning to the owner's farm any machine needing shop repair expedites such work considerably. He says it saves money for both the company and the customer. "In order to service a customer's tractor on his own farm," explained Winnett, we would have to keep a service truck with a variety of expensive equipment and then staff it with a mechanic or two for each trip. Their time spent in going to and from a job would add considerably to cost of the work. Any low-salaried, unskilled employee can go out and pick up a tractor and return it after it is repaired, while our skilled service men can stay in the shop and devote their full time to actual repair work."

Where conveyance to shop and return would mean a loss of time to a farmer plagued by a field break-down, the machine is serviced on the spot. Generally, any servicing, the cost of which would amount to $30.00 or more, is done at the shop.

In addition to newspaper advertising, Lee also uses the screen of the local movie theater as well as direct mail. He believes that good advertising is the cheapest kind of sales work. For example, he asks, how many field salesmen would it take to sell 150 refrigeration units a year if this were the only method of promotion?

Most aggressive dealers carry on a certain amount of field selling. But by clearing the way with a variety of advertising, Lee has built a large volume of business with but one outside salesman.

Lee carefully reworks his newspaper ads each week to put stronger emphasis on the lines of services that promise the best results for that particular week. He uses



"If "EMPIRE" Built It—I'll Buy It!"

Heat Treated FOR TOUGHNESS—*Tempered* FOR PERFORMANCE



"EMPIRE's" properly balanced tillage tools make the job *easier*, do the work *faster* and last *longer*.

Farmers who know good tillage tools have preferred "EMPIRE" *built* products for 5 generations.



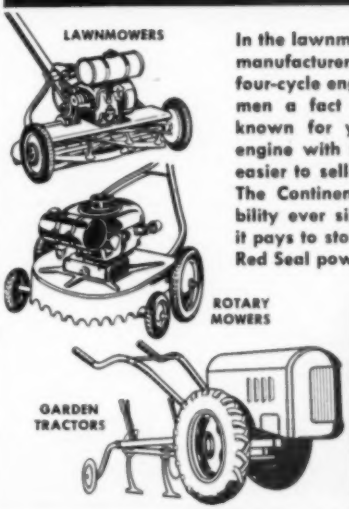
(1840) THE EMPIRE PLOW CO. (1951)

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

GET BEHIND THE LINE THAT FEATURES CONTINENTAL RED SEAL POWER

CONTINENTAL MOTORS · *Powerful as the Nation* · AMERICA'S STANDARD



In the lawnmower and light tractor field, leading manufacturers' adoption of Continental air-cooled four-cycle engines is bringing home to hardware men a fact the heavy equipment folks have known for years: machinery powered by the engine with the famous Red Seal trademark is easier to sell—because *the engine is already sold.* The Continental name has stood for dependability ever since 1902. Today, more than ever, it pays to stock the line that features Continental Red Seal power.

Continental Motors Corporation

AIR-COOLED INDUSTRIAL ENGINE DIVISION

620 FORD BUILDING DETROIT 26, MICHIGAN

It's just plain sense...



You make more money selling DEMPSTER because it's America's quality water system!

No wonder the farmer won't have anything else! Dempster offers him a tried-and-tested water-supply system—backed by the 73-year-old Dempster reputation for unquestioned quality. It's just plain sense that you can sell more Dempster Water Systems. In a day of increasing shortages, with replacement materials harder to get, your customer is more quality-conscious than ever before. You sell quality when you sell the Dempster Water System—it's America's finest!

These Dempster Pumps are star members of America's finest line . . .



SHALLOW-WELL JET-MASTER — Only one moving part. No special pressure tank needed. Easily installed and exceptionally efficient.



DEEP-WELL JETMASTER — Ideal for offset installation or to be set directly over the well. Unusually simple in operation—only one moving part.



DEEP-WELL WATER SYSTEM — Positive lubrication. Modern design. Available for electric motor or gasoline engine operation. Can be supplied with windmill attachment.



CENTRIFUGAL PUMPS — Impellers are semi-enclosed for greater efficiency. Balanced drive shafts ride on double Timken Bearings. There are no better irrigation pumps made than Dempster Centrifugal Pumps.

America's *Quality* Line of Farm Water Systems

DEMPSTER
WATER SUPPLY EQUIPMENT

Pumps • Tanks • Windmills • Irrigation Equipment

DEMPSTER MILL MFG. CO.
Beatrice, Nebraska

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FOR SUBSTANTIAL PLUS PROFITS... SELL ROSEMAN GANG MOWERS!



Golf Courses, Parks, Schools Air Fields Are Buying NOW!

A DEFINITE MARKET

Required for all large lawn areas. Available in 3, 5 and 7 gangs. Also in lift-type single and 3 gang models for Ford tractors.

WORTHWHILE SALES VOLUME

Take advantage of substantial Plus Profits to be made selling ROSEMAN Gang Mowers.

QUALITY EQUIPMENT

Over 30 years experience, assures your customers trouble-free service.

FILE THIS AD FOR FUTURE REFERENCE

Wire, Phone or Write for Prices and Availability
Phone University 4-1842



ROSEMAN MOWER CORPORATION
Phone University 4-1842 EVANSTON, ILLINOIS

NEW AND IMPROVED HUMIDIFIER



For Hatcheries, Egg Storage, Cold Storage Rooms, Etc.

A small table-model type, especially designed for use in hatcheries, egg storage rooms, cold storage rooms and compartments, in the home and other places where lack of proper humidity is harmful either to the personnel present or the materials being handled.

Positive output of the new unit, which is only nine inches across and five inches high, is 2½ pounds of water per hour. May be adapted for automatic control with a humidistat. Economical to operate, costing less than 3 cents per day. Easily installed, motor fully guaranteed for one year.

For additional information write the

DAFFIN MANUFACTURING CO.
Lancaster, Pa.

NO BELTS! NO CHAINS! NO PULLEYS!

Geared to the job, Leland "Terra-Tiller" Garden Tractor has solid pulling power, wide-angle traction, positive clutch action, and is ruggedly built for long life.

DIRECT DRIVE
NO LOST HORSEPOWER
No slippage or loss of power from frictional V-belts.
Big tractor power at garden tractor economy.

1½ H.P. & 3 H.P. MODELS

LELAND "TERRA-TILLER"



IMPLEMENTS & ACCESSORIES

7" Plow
Cultivator
Sickle Bar
Snow Plow
Spring Harrow
Gang-type Disc
Spray Pump and Tank
Headlight Attachment
Steel Sure-Grip Wheels

GEARED THROUGHOUT

The Leland Terra-Tiller is the finest garden tractor that progressive research, quality materials, and modern technology can manufacture.

A FEW DEALERSHIPS OPEN. WRITE TODAY.

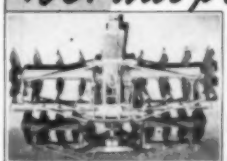
LELAND DETROIT MFG. CO.
5945 Martin Ave. • Detroit 10, Michigan

HELP the FARMER

The Line to Push

Alexander

to meet U.S. Government's 1951 war production goals



Full line of pull-type harrows for all makes of tractors



Full line of lift-type harrows for all makes of tractors

- Proven satisfaction in 19 states
- A model for every make of tractor
- Backed by consumer advertising
- Efficient parts service
- Immediate delivery
- Competitive prices

Ask your distributor for specifications and prices, or write direct on your letterhead

ALEXANDER MANUFACTURING CO.
Pleasure, Miss.

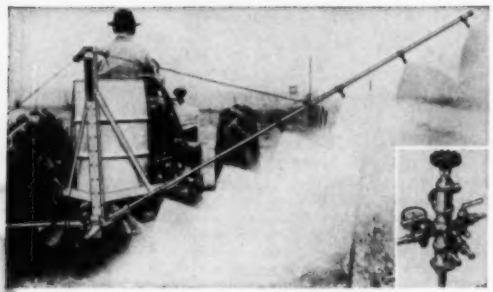
Write today for the Dealer's profit story on

CENTURY

ALL-PURPOSE SPRAYERS

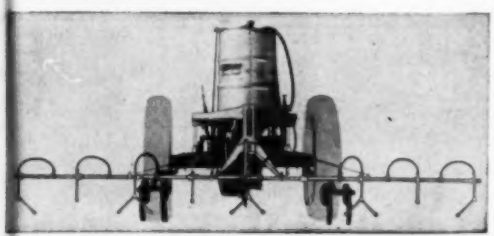
3 FAST SELLING BOOM-TYPE SPRAYERS

(Tank Mounting Included)



CENTURY MODEL "B" ALL-PURPOSE SPRAYER

Fast-Selling Features—All-Purpose Regulator controls pressure and flow from tractor seat. PTO drive pump; pressures to 300 lbs. Mounts on all tractors; tank mount included. 4-Way boom hinge. For tractor, trailer or truck. 21 or 33-ft. boom.



MODEL "D" SPRAYER—MOUNTS WITH CULTIVATOR

Fits Standard Tractors—Tank mount included. Mounts with or without cultivator. 2 and 4-Row models. Tractor-seat control. Adjustable row spacing. Adjustable boom height.

MODEL "E" 1 & 3-ROW SPRAYER FOR "CUB" TRACTORS

MODEL "C" HAND GUN ("SPOT") SPRAYER

Sell a Complete Century Sprayer Line—1, 2, 3, 4, 6 and 10-row Sprayers (5-ft. to 33-ft. booms); tractor, trailer, truck models; hand spray gun model; all sprayer accessories.

PROFITABLE DEALER FRANCHISES AVAILABLE

Contact Your Nearest Distributor Below

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Servis Equipment Company, Dallas 1, Texas

Stratton-Baldwin Company, New Orleans, La.

Stratton-Warren Hdw. Co., Memphis 2, Tenn.

Southeastern Distributors:

R. C. Cropper Co., Macon, Ga.

Mitchell Sales Company, Cambria, Virginia

Hamilton Equipment, Inc., Box 389 Charlottesville, Va.

Job P. Wyatt & Sons Company, Raleigh, N. C.

Or Write Direct for information to . . .

CENTURY ENGINEERING CORPORATION

Farm Equipment Div. Cedar Rapids 44, Iowa

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up to a page of space in big type so that the message will command the reader's immediate attention. A fractional page may advertise only one line while a full page may feature three or four lines of merchandise and service.

To systematize his "follow-ups," Lee has set up a card index file containing the names of all customers having equipment of the manufacture sold by the company. Filed in alphabetical order, these cards provide finger-tip information on each customer—the age of his machines, need for repairs, probable trade-in date, etc. Farm-to-farm checks made by the company keep the information on these cards up to date and give both the office and field salesman excellent leads on the best prospects for service, parts and for new equipment.

In view of the fact that no one can predict with certainty what the supply situation will be in future months, Lee's advertising program is taking on a new importance. It is building up an impressive volume of repair work—business that will be invaluable if extensive shortages of new equipment should develop.



New Fencer Introduced By International Elec.

THE International Electric Co., 910 West Van Buren St., Chicago, Ill., manufacturer of electric fence controllers, has announced a new model fencer especially designed to meet farmers' need for a dual purpose fencer.

The new unit, developed after much field work, is for farmers who need, in one unit, control for both long-range and close-in use, yet wish to maintain a high shocking power on either batteries or high line.

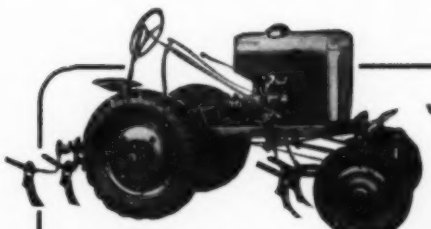
Known as Model 500, it operates on both long and short range by using either 110 volts A.C., or for portable use with six-volt "hot shot" battery. There are separate mechanisms for each type of operation, so that they work independently with their own on-off controls.

A built-in fence tester indicates correct operation with a lamp lighted when fence is charged; and not lighted when "shorted." The battery is held in a weather-proof, low-drain case.

Burch Plow Works Plans Expansion

A NEW building program at Burch Plow Works, Inc., Evansville, Indiana, manufacturer of True Blue implements, was begun March 15, 1951. Including modeling and new construction program, it will add 15,340 square feet of floor space to the company's present facilities and double its production within a year, according to A. V. Burch, Sr., president.

Future plans call for doubling the size of the firm's four-story warehouse, which will add 26,000 feet of warehouse space. This phase of the program will be carried out as soon as uncertain building conditions permit, Mr. Burch said.



"DU-ALL" Riding Tractor

Profit From A Tractor Line That Helps Sell Itself

shaw

"DU-ALL" and "PEPPY PAL" Garden Tractors

"PEPPY-PAL" Walking Tractor



PLOW
HARROW
SEED
CULTIVATE
DISC
MOW
RAKE
SAW
SNOW-PLOW
BULLDOZE

FLEXIBILITY OF USE helps the "Du-All" Riding Tractor and "Peppy Pal" Walking Tractor sell themselves. Numerous attachments help you to extra profits too, because they let Shaw Tractors seed, rake, saw wood, harrow, disc, cultivate, mow, plow and do hundreds of other jobs quickly and easily.

ECONOMY OF OPERATION. Patented, exclusive design assures maximum power and bulldozer traction. Heavy-duty, tested engines get the most from every pint of gasoline . . . give customers more for every dollar.

FINE QUALITY AT LOWEST COST. Simplicity of design, mass production techniques, over 50 years farm equipment engineering experience result in low-cost, dependable construction . . . the kind your customers want. Easy to start, easy to run . . . a child can operate any Shaw Tractor.

ATTRACTIVE PROFIT MARGINS

Attractive profit margins are due to mass production and mass buying of raw materials. Special prices are offered to distributors buying in large quantities.

SOME CHOICE DEALERSHIPS STILL OPEN

You can start cashing in on Shaw profit opportunities today. For complete information on how to build profits in the field of small tractors, write direct to manufacturer now.

shaw MANUFACTURING CO.

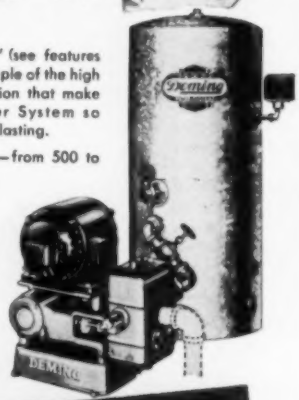
8305 Front Street, Galesburg, Kansas

DEMING BUILDS DEPENDABLE WATER SYSTEMS

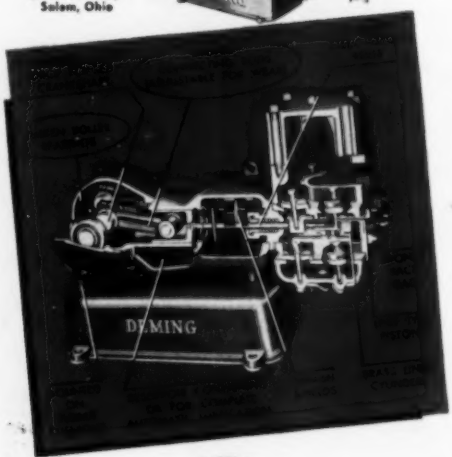


The Deming "DUPLEX" (see features below) is another example of the high standards of construction that make every Deming Water System so dependable and long-lasting.

Built in six capacities—from 500 to 1800 gallons per hour—Deming . . . "DUPLEX" Shallow Well Systems are used on farms, in suburban homes, country clubs, dairies, industrial plants, etc.



THE DEMING COMPANY
519 Broadway
Salem, Ohio



DEMING DEMING DEPENDABLE PUMPS **PUMPS**

STAR SERVICE SHARES

Fully Guaranteed AS TO QUALITY, FIT, AND FINISH



Patterns are available for practically all plows, listers, middlebreakers in No. 1 soft center or No. 2 crucible steel of the highest quality obtainable. Send today for catalog and trade prices.

STAR MANUFACTURING COMPANY
DIVISION OF ILLINOIS IRON & BOLT CO.
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

It's Easy... to sell running water in a *Package!*



only $69.50 FOB FACTORY

HYPROMATIC STEADY FLOW WATER SYSTEM

FOR FAST, EASY OVER THE COUNTER SALES

Set up a Hypromatic Pump with the FREE, attractive counter display card.

It's ideal for farms, cottages, suburban homes and industry.

For Complete Details Write TODAY to Dept. B.

OUTSTANDING ADVANTAGES

EASY TO INSTALL
NO TANK NEEDED
AUTOMATIC . . . THOUSANDS IN USE

HYPRO ENGINEERING, INC. 404 WASHINGTON AVE. N. MINNEAPOLIS 1, MINN.

40-70%
MORE WATER ON
SHALLOW WELLS with
F&W VARIJET BULLET
AND IT USES LESS
ELECTRICITY



More Selling Ammunition

WITH THE F&W LINE!



3-STAGE
PERFORMANCE PLUS
WITH NEW
F&W 2-Stage DEEP WELL
JET-PUMPS

F&W
WATER SYSTEMS

Change rotary seal in 15 minutes with F&W Spindle-Sleeve Cartridge-type rotary seal

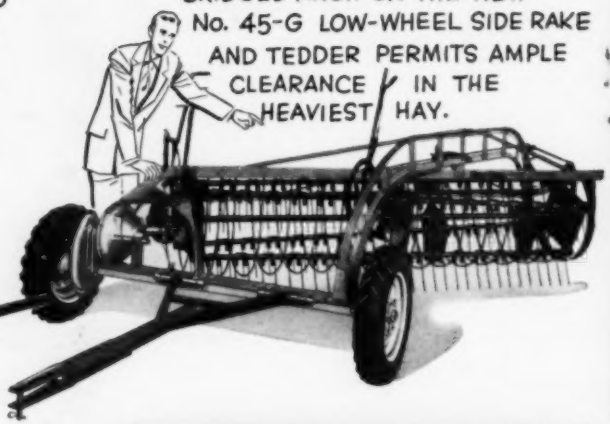
FLINT & WALLING MFG. CO., INC., 319 Oak St., Kendallville, Ind.

DEPENDABLE FOR 35 YEARS

THIS **NEW IDEA** No. 40 SEMI-MOUNTED MOWER OPERATES WITH PRACTICALLY ANY STANDARD TRACTOR... AND ...IT'S PRICED LOW!



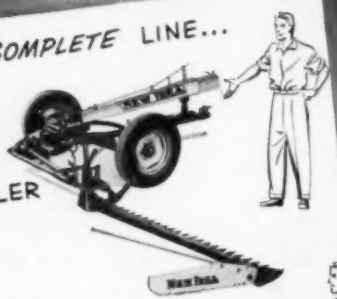
EXCLUSIVE **NEW IDEA** HIGH BRIDGED ARCH ON THE NEW No. 45-G LOW-WHEEL SIDE RAKE AND TEDDER PERMITS AMPLE CLEARANCE IN THE HEAVIEST HAY.



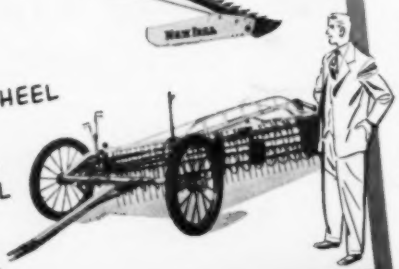
NOW- a bigger selling advantage belongs to the NEW IDEA dealer

GIVES YOU A MORE *COMPLETE* LINE...

THE HIGHLY SUCCESSFUL **NEW IDEA** No. 30-A MOWER IS THE LEADING TRAILER TYPE. No. 30-AH CAN BE OPERATED HYDRAULICALLY.



THE No. 4 HIGH WHEEL SIDE RAKE AND TEDDER ON STEEL OR RUBBER IS STILL THE CHOICE OF THOUSANDS OF FARMERS.



Why? Mainly because every NEW IDEA Dealer can now offer a more complete line of the finest hay making equipment. Farmers everywhere have always gone for this superior line in a big way . . . and now, with *more* models to choose from, *more* farmers are asking for and actually buying *more* NEW IDEA machines. Such wide-spread demand and acceptance can't help but mean *more* sales dollars for you as a NEW IDEA Dealer.

NEW IDEA FARM EQUIPMENT

NEW IDEA

DIVISION AVCO MANUFACTURING CORPORATION

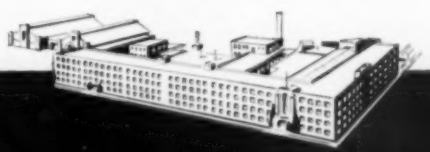
COLDWATER, OHIO SANDWICH, ILL.



Another Birthday! **Another "thank you" from Master to our Jobbers and Dealers for their Loyal Support!**

Progress is a team affair! And in no field is there a stronger team than the hardware trio — manufacturer, jobber and dealer. For 30 years we at Master have been proud of our place on that team. Now, as our fourth decade gets under way, we extend sincere thanks to our jobber and dealer friends for their loyalty and support over the years . . . and re-pledge our support to the independent hardware trade.

Master Lock Company, Milwaukee 45, Wis. • *World's Leading Padlock Manufacturers*



On America's Leading Implements

Ingersoll Discs
for *EXTRA ACRES* of work

Name any leading make of implement, and you're practically certain to find that Ingersoll Discs are standard equipment.

Know why? Because Ingersoll Discs work better, longer—stay on the job acre after acre after ordinary discs are worn out and through.

That *extra* acreage is the result of Ingersoll's own TEM-CROSS steel. An extraordinary tillage steel that's cross-rolled to prevent splitting and curling . . . and specially heat-treated for extra toughness and resistance to shocks and jolts.

To be sure of extra acres of work — especially important today — specify Ingersoll-Galesburg Discs. Order Heat-Treated High Carbon for normal work — Super-Alloy for unusually tough tillage conditions.

John Deere Diesel Tractor with John Deere-Killefer Offset Disk Harrow equipped with Ingersoll Discs.



Ingersoll HEAT TREATED **Discs**

WORK BETTER—LONGER

SPECIALISTS IN TILLAGE STEELS AND THE WORLD'S LARGEST MANUFACTURER OF DISCS

INGERSOLL PRODUCTS DIVISION
BORG-WARNER CORPORATION
310 S. Michigan Ave.
Chicago 4, Ill.